

September / 1960

*The new public relations  
program and its importance  
to all confectioners  
is featured in this issue  
beginning on page twenty-nine.*

V.40 #9

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TECHNOLOGY  
DEPARTMENT

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Manufacturing Confectioner

specialized publication for confectionery manufacturers

# New Du Pont seals



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# "K" \* cellophane 600 at 50° to 75° lower temperatures

**Extra-durable "K" 600 now offers  
stronger seals... better bag appearance**

Can you name any other bag film that gives you all the advantages of new extra-tough Du Pont "K" cellophane 600 for packaging your candy?

**Improved machinability** on bag and make-and-fill equipment. New "K" 600 now seals at temperatures 50°F. to 75°F. below those previously required. Result: greater efficiency, lower costs.

**Extra-strong seals** that stay sealed. New "K" cellophane 600 seals tightly and securely at lower temperatures. You get stronger, neater packages.

**Lustrous appearance! Sparkling transparency!** New "K" 600 lets shoppers see your candy at its appetizing best. And it

*keeps* its extra-lustrous, sales-winning appearance, resists wrinkling, offers extra-rigidity. Prints beautifully, too.

**Superior durability! Extra protection!** New "K" 600 is polymer-coated, can keep candy fresh and appealing longer. It's ideal for single-wall bag constructions. And it's rugged . . . takes plenty of abuse in shipping, stacking and handling.

**How about testing** new improved "K" 600 for yourself? To get all the facts about extra-durable, lower heat-sealing "K" cellophane 600, call your Du Pont Representative or Authorized Converter. Or write: Du Pont Company, Film Department, Wilmington 98, Delaware.

\*Du Pont registered trademark



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**m-m-m-m-mad  
for  
vanilla**

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...and he's not the only one. Every year, your vanilla customers grow larger in numbers and capacity... more demanding of the quality and aroma which only vanilla can give. If you can afford to give them this in pure vanilla . . . from cookies and ice cream on to souffle . . . fine. But, if price is a factor, then we suggest... **Felton imitation vanilla bean aroma = \$16 per lb.** Add 1/10 of 1% to your regular imitation vanilla to produce a characteristic mellow bean note. Or **RESANILLA = \$15.50 a gallon**—a scientific, flavorful blend of natural and imitation ingredients. Use  $\frac{1}{2}$  oz. per 100 lbs. cream centers, fondants, icings. Use  $1\frac{1}{2}$  oz. per 100 lbs. caramels, fudge, toffee, etc. Use 2 oz. per 100 lbs. baked goods. Use  $\frac{1}{2}$  oz. per 10 gallon mix for ice cream.

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**FELTON**

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Write for samples. / 599 Johnson Avenue, Brooklyn 37, N.Y.



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# candy business

## 1961 PMCA Production Conference plans near completion

Hans F. Dresel, chairman of the Fifteenth Annual Production Conference of the Pennsylvania Manufacturing Confectioners' Association, has announced that Mr. A. Fincke of the German Candy Institute and Dr. J. Kleinert, chief chemist, Lindt & Sprungli, Switzerland, will address the Conference which will be held in Lancaster, Pennsylvania, April 26 through 28, 1961.

The institution of a Candy Clinic scheduled for Wednesday, April 26, has been announced by Mr. Dresel. Fudge, chewy candy, marshmallows, cordial cherries, compound coatings and butter creams will be discussed by Frank R. DeRoeck, James O. Welch Co., Dr. M. Sherman, Gold Medal Candy Corp., Dr. Wm. F. Collins, Swift & Co., Fred Janssen, Nulomoline Div., Dr. R. Welch, Wilbur Chocolate Co. and Otto Glaser, Dairy Maid Conf. Co., respectively. Formulas for candies discussed will be distributed along with samples of the products.

## Interpack catalog

Catalogs of Interpack, international packaging and candy machinery show, held in Dusseldorf last April are available from the German American Chamber of Commerce, 666 Fifth Avenue, New York 19, New York, for one dollar each.

These catalogs are extremely handy reference manuals for the location of various types and sources of candy and wrapping machinery manufactured in Europe. They are cross indexed by type of machine, and function. Complete information is given, in both German and English, as to the manufacturer, and the line that he makes.



Stephen F. Whitman & Son has awarded quota attainment plaques to brokers shown for exceeding their sales quota for the company's Self-Service line for the year ending June 30, 1960. Left to right are: Jerry and Don Donahoe, Scranton, Pa.; Lee Wilson, Tampa, Fla.; Al Hitz and Joe Riley, Phila.; George Grote, sales manager, Detroit, Michigan; Cecil McGoldrick & Joe Joyce of Boston; John Besselman of Pittsburgh. Other winners not shown are Willing & Shtafman, Inc., New Jersey, and Gail C. Son & Company, Wisconsin.

## Six months' sales up 4%

Candy sales showed a 4% increase for the first six months of 1960 over the first six months of 1959. June 1960 sales increased 9% over June 1959 sales. Chocolate manufacturers' sales showed a 25% increase for June 1960 over June 1959 and the six month total in that category was 7% over the first six months of last year.

Sales of package goods made to retail at \$1.00 or more were up 12% in pounds and 10% in value over the January/June period of 1959.

| Item  | Estimated sales of current month and comparison |                          | Estimated sales year to date |                    |
|---|---|--------------------------|------------------------------|--------------------|
|   | June 1960                                       | June 1960 from June 1959 | Percent change               | 6 months from 1960 |
|   | (\$1,000)                                       | (\$1,000)                | 6 months from 1959           |                    |
| <b>Confectionery and competitive chocolate products, estimated total ..</b>     |   |                          |                              |                    |
| <b>BY KIND OF BUSINESS:</b>   |   |                          |                              |                    |
| Manufacturer-wholesalers .....  | 62,568  | + 7                      | 439,364                      | + 4                |
| Manufacturer-retailers <sup>1</sup> .....                                       | 4,443   | +14                      | 37,287                       | + 5                |
| Chocolate manufacturers .....   | 9,093   | +25                      | 70,833                       | + 7                |
| <b>TOTAL ESTIMATED SALES OF MANUFACTURER WHOLESALERS BY DIVISION AND STATES</b> |   |                          |                              |                    |
| New England .....   | 5,610   | - 1                      | 46,094                       | + 2                |
| Middle Atlantic .....   | 19,652  | +20                      | 134,361                      | + 5                |
| N. Y. and N. J. ....  | 13,404  | +21                      | 76,631                       | + 1                |
| Pa. ....  | 6,248   | +18                      | 57,730                       | +11                |
| East North Central .....  | 24,283  | + 3                      | 163,557                      | + 3                |
| Ill. ....   | 21,759  | (2)                      | 144,374                      | (2)                |
| Ohio and Ind. ....  | 1,781   | +59                      | 13,023                       | +60                |
| Mich. and Wis. ....   | 743   | - 1                      | 6,160                        | - 6                |
| West North Central .....  | 2,664   | + 6                      | 19,772                       | + 6                |
| Minn., Kan., S. Dak., and Neb. ....   | 1,914   | + 5                      | 12,205                       | + 8                |
| Iowa and Mo. ....   | 1,150   | + 9                      | 7,567                        | + 3                |
| South Atlantic .....  | 3,070   | - 6                      | 21,329                       | + 1                |
| Md., D. of C., Va., W. Va., N. Car., and S. Car. ....                           | 1,385   | - 5                      | 9,535                        | + 3                |
| Ga. and Fla. ....   | 1,685   | - 7                      | 11,794                       | - 1                |
| East South Central: Ky., Tenn., Ala., and Miss. ....                            | 1,483   | + 3                      | 9,671                        | - 5                |
| West South Central: Ark., La., Okla., and Tex. ....                             | 1,354   | + 6                      | 14,219                       | +12                |
| Mountain: Ariz., Colo., Idaho, N. Mex., and Utah ....                           | 675   | - 2                      | 5,054                        | + 2                |
| Pacific .....   | 3,777   | + 2                      | 25,307                       | + 5                |
| California .....  | 3,150   | + 1                      | 20,597                       | + 4                |
| Wash. and Ore. ....   | 627   | + 8                      | 4,710                        | + 8                |

<sup>1</sup>Retailers with two or more outlets.

<sup>2</sup>Less than 0.5 percent change.

| Type of product <sup>1</sup>                  | June 1960           |                    | First 6 months |      |                                   |
|---|---------------------|--------------------|----------------|------|-----------------------------------|
|   | Pounds<br>(\$1,000) | Value<br>(\$1,000) | 1960           | 1959 | Percent<br>change<br>from<br>1959 |
| <b>TOTAL SALES OF SELECTED ESTABLISHMENTS</b> |                     |                    |                |      |                                   |
|   | 98,148              | 37,069             | 639,121        | +3   | 258,297                           |
| Package goods made to retail at:              |                     |                    |                |      |                                   |
| \$1.00 or more per lb.                        | 1,369               | 1,327              | 21,325         | +12  | 24,824                            |
| \$0.50 to \$0.99 per lb.                      | 7,164               | 3,728              | 48,288         | +6   | 25,870                            |
| Less than \$0.50 per lb.                      | 16,758              | 4,300              | 100,994        | -2   | 26,151                            |
| Bar goods .....                               | 42,920              | 17,012             | 294,302        | +1   | 119,944                           |
| 5¢ and 10¢ specialties                        | 15,621              | 6,981              | 78,596         | +3   | 35,355                            |
| Bulk goods <sup>2</sup> .....                 | 14,316              | 3,721              | 95,616         | +8   | 26,153                            |

<sup>1</sup>Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total sales of manufacturers.

<sup>2</sup>Includes penny goods.

Data from monthly "Current Industrial Reports" of the U. S. Department of Commerce.

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THAN EVER**

## *Burns Equipment Is Best For Cocoa And Peanut Processing*



In chocolate and peanut factories all over the world, the famous Thermalo, low heat roasting process is acclaimed as the best assurance of maximum uniformity of quality.

The Thermalo Continuous Roaster, with its unique recirculating principle, has proved in every installation its superiority in turning out cleaner, better developed roasts at outstandingly low operating costs. Because of the fast removal of moisture and relatively short roasting cycle the shell of the cocoa bean or the red peanut skin is puffed away thus making for easier cracking and fanning or skin removal in blanching.

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## Fire damages Boyer plant

Boyer Candy Company, Altoona, Pennsylvania, suffered damage in excess of \$35,000 when a gas incinerator exploded igniting carton stocks in their plant on August 12th. A janitor tending the incinerator was injured but, although the plant was in operation when the fire started, there were no other casualties. Robert Boyer, treasurer of the company, said that the loss was fully covered by insurance but that it would take a week or two before full production could be resumed.

Smoke and water damage may require replacement of machinery slowing down Boyer's plans to equip and open a \$190,000 addition October 1st as planned. The annex, on an adjoining lot, was set to go into full production this winter.

## 50th anniversary for Sisco

Mr. Peter Sisco celebrated the 50th anniversary of the founding of his candy business recently at elaborate parties in New York and Chicago. His



The Sisco family from left to right Albert Sisco, Catherine Kanaley, Peter Sisco, Angela Sisco, Quentin Sisco; sitting Mrs. Albert Sisco, Mr. Richard Kanaley and Mrs. Quentin Sisco, are shown enjoying one of the 50th anniversary celebration parties.

firm was founded in 1910 in Gary, Indiana, moving to Chicago some time later. He purchased the Boston Biscuit Company in 1921, on Loomis Street, the present location of the firm. The anniversary date coincides with Mr. Sisco's 78th birthday.

## Raymond Fuller dies

Raymond C. Fuller, former vice president and general sales manager of the Daggett Chocolate Company, died on July 27th. Mr. Fuller had been active in industry affairs for many years and had served as a board member for the National Confectioners Association in 1943-44.

## Dust explosion code

The National Fire Protection Association has published a pamphlet entitled "Code for the prevention of dust explosions in confectionery manu-

facturing plants", number 657, price 40 cents. This publication gives information and standards for construction and operation of dust generating equipment and housing. The principle emphasis in this industry is on starch moulding operations.

Among the members of the NFPA committee on dust explosion hazards is Arthur C. Schrier, of E. J. Brach & Sons, representing the National Confectioners Association.

## Candy packaging at Thessaloniki

The 25th International Fair of Thessaloniki, Greece, will feature a candy packaging line, furnished by Doughboy Industries of Minnesota and sponsored by the Department of Commerce. Hard candies and almonds will be packaged in transparent bags on an automatic packaging line, and a wide display of other packaged items will be included.

## Houghland now with Hoffman

Roy Houghland, formerly factory manager of Peter Paul plants in California and Indiana, is now associated with Hoffman Candy Company, Los Angeles, California.

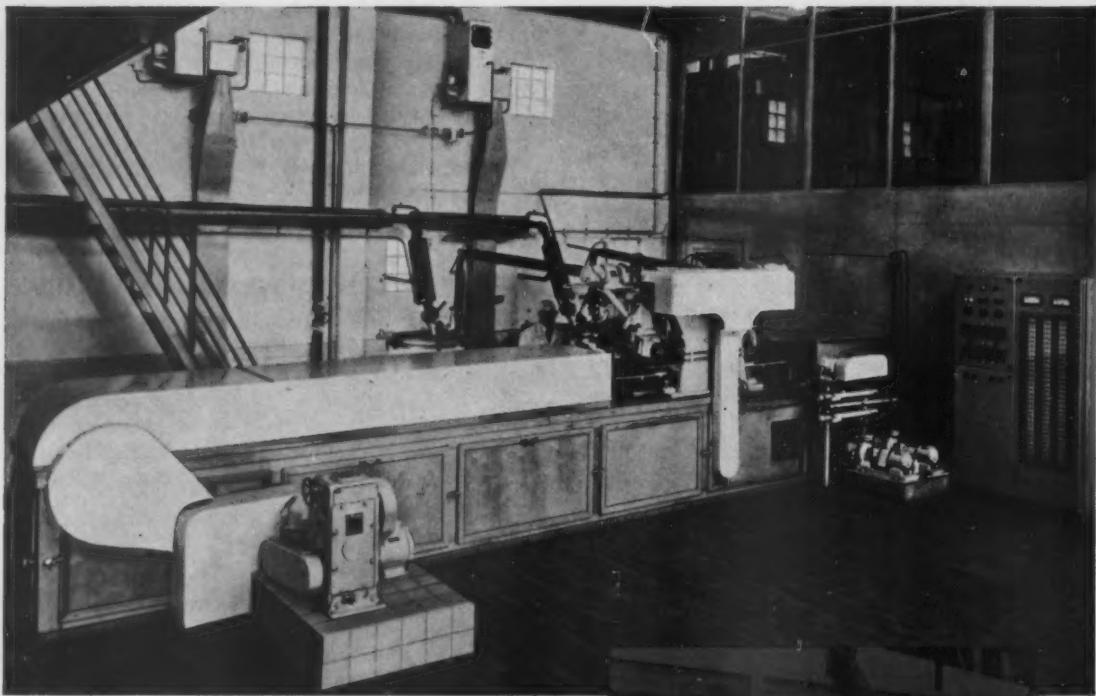
## Hershey School to expand food industry courses

Methods of enlarging food industry education at the Milton Hershey School were discussed at an August 4th meeting held in Hershey, Pennsylvania, attended by Dr. John O. Hershey, superintendent of the Milton Hershey School, Mr. Richard Rusidill, assistant superintendent of the school, Mr. E. W. Meyers, chief chemist, Hershey Chocolate Company, and Mr. Hans F. Dresel, member of the educational committee, Pennsylvania Manufacturing Confectioners' Association. An expanded program under the leadership of a competent food technologist is expected to branch out to include courses in candymaking, baking and catering.

## Package design firm offers analysis service for retailers

Lane-Bender, Inc., New York City industrial and package design firm, has initiated an analysis service for candy manufacturing retailers consisting of a survey of store, packages, promotional material and stationery. Working from a comprehensive questionnaire, photographs and samples of packages Lane-Bender will issue a complete report with suggestions on interior and exterior design, packages, display cases, aisle traffic, windows, signs, letterheads, promotion aids, and displays. Lane-Bender is a member of the Associated Retail Confectioners Association and has designed merchandising programs for many candy companies.

Inquiries on the analysis service may be sent to Lane-Bender at 157 West 57th Street in New York City.



## JENSEN FULLY AUTOMATIC MOULDING INSTALLATIONS

### **Combination types**

for solid chocolate goods and chocolate with centers of cream, nougat, caramel, toffee, etc.

### **Special types**

for solid chocolate goods as bars, tablets, etc. small goods as pastils, lentils, buds, cat tongues, napolitans, etc.

Couverture slabs,

chocolates with inserted centers as biscuits, cherries, peppermints, etc.

chocolates with deposited centers of cream, nougat, caramel, toffee, etc.

hollow chocolate figures as Easter eggs, animals, fancy figures, Santa Claus, etc.

### **Installations built individually**

after range of production, capacity and installation space.

### **The JENSEN Installations**

have been supplied for 35 years to hundreds of large and small chocolate factories all over the world.

### **JENSEN MEANS**

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Minimal circuit duration and corresponding reduction in number of moulds and mould costs

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Sturdy construction giving long life and small maintenance costs.



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## The sweet and the sour

We, in the publishing business, hear many prophets of doom concerning the candy businesses; from suppliers, advertising agencies and marketing specialists, and from other businesses. The reasons are only too well-known: a per capita consumption which has remained essentially the same for nearly twenty years; very thin profit margins and a heavy mortality rate; and absorption of candy manufac-

turing firms by giant food manufacturing and marketing combines.

Yet, 1960 has been a good year, not only from the standpoint of sales, but more importantly, from the standpoint of increased awareness of the industry's needs, and the responsibility of every candy manufacturer to work together in meeting these needs.

Item one in the list of promising events of this year is the first sub-

stantial increase in membership of the National Confectioners Association in over ten years. Sixty new members have joined since the first of 1960, representing a better than ten percent rise.

Item two would have to be the more purposeful and effective activity connected with relations with the federal government. After years of hedging and discussion, the decision has been made to actively work for repeal or modification of section 402D of the FDA act. This one decision, and its expected final accomplishment, will be of inestimable value to the industry over the next few years.

The careful and successful handling of the potentially explosive carbon black situation with the FDA is one of the best examples of the effectiveness of determined, cooperative action in this area. The problem of mineral oil and petro-latum is being tackled in the way that shows promise, through slow and detailed analysis and the building of a file of information on industry usage and experience. If no further disturbance is injected, this project, too, will probably result in regulations that the industry can live with.

The NCA is also in the middle of a very important hearing concerning the tariff situation on imported candies. This is particularly important when noting the situation in Canada, with generally similar wage and price conditions, where over 25% of the candy is imported from Europe.

In spite of the record of activities and accomplishments given above, the most important, and potentially most profitable, activity of the NCA in recent months has not been mentioned. It is the creation of the Candy Chocolate and Confectionery Institute. A considerable amount of space has been devoted to explaining this institute elsewhere in this issue. Suffice it to say here that it is hard to see how any manufacturing firm can fail to support this program out of pure self interest. No amount of altruism is required to find good and sufficient reasons for every candy company to give the amount of pledge indicated on the Institute's schedule (approximately one twentieth of one percent of sales).

S.E.A.

WHATEVER  
YOUR  
CENTER...

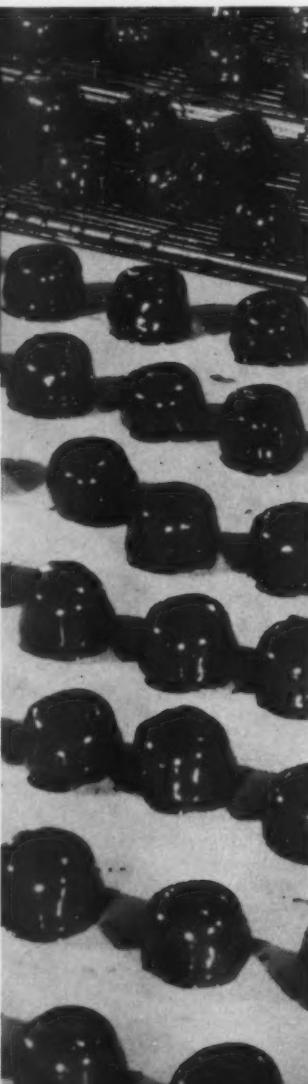
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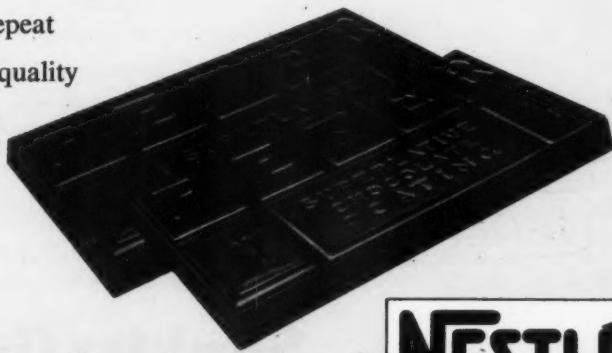
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## Candy Lovers' Best Friend... **NESTLÉ'S**

Makers of fine candies know that good taste tells. Quality chocolate leads to repeat sales — and Nestlé's unvarying quality has helped build the reputation of leading manufacturers over the years.

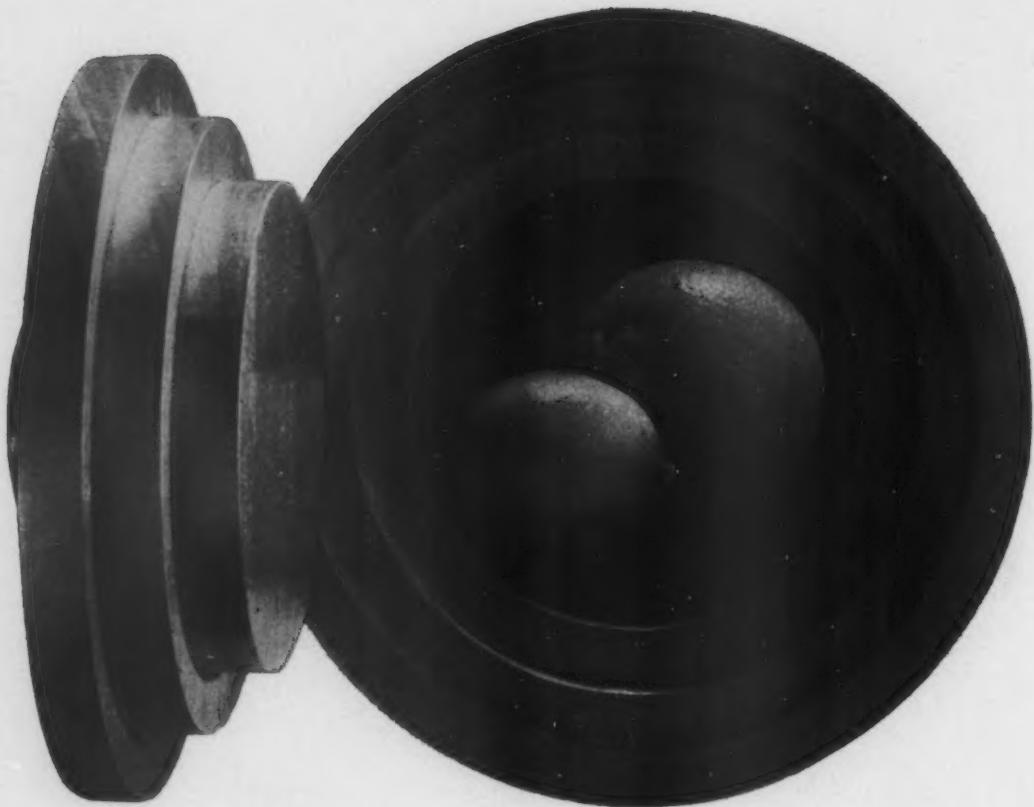


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And which is the best? Exchange Brand Lemon Oil outsells any other lemon oil four to one.

As to specifications: "Exchange Brand Lemon Oil, U.S.P., California Cold Pressed" means every drop is pure U.S.P. quality...unadulterated, unsophisticated.

Sunkist Growers pack and seal every container—from the 7-pound tin to the 385-pound drum—in their own plant. Always look for the word "Exchange" on the tamper-proof container seal. You can depend on it.

### **QUESTIONS, ANYONE?**

For information on *any* Sunkist industrial product, write Sunkist Growers, Products Sales Dept., 720 East Sunkist Street, Ontario, California.

Exchange Brand Lemon and Orange Oils are distributed in the U.S. by Dodge & Olcott, Inc.; Fritzsche Bros., Inc.; Ungerer & Co.

# **the Manufacturing Confectioner**

**with International Confectioner**

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September, 1960

Volume XL—Number 9

Edited and Published in Chicago

*The Candy Manufacturing Center of the World*



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Charms Candy Company in Bloomfield, New Jersey has adapted a scientific approach to sanitation and has re-vamped their cleaning procedures. The completely reorganized set-up has resulted in greater efficiency in maintaining sanitary conditions in this candy plant. . 25

### **The new public relations program**

A special feature in this issue consists of editorial comment on the importance of public relations and an article describing how a picture story on candy was placed in LIFE magazine as part of the new public relations campaign ..... 29

### **A continuous process for dehydrating honey**

This method for dehydrating honey may find application in the candy industry in a process for producing dried invert sugar. Honey is essentially an equal mixture of dextrose and levulose, and therefore the same as invert sugar.

..... Victor A. Turkot, R. E. Eskew, and John B. Claffey 38

### **From Greece to Glens Falls**

The story of a retail manufacturer who has made candy in Greece, Russia and the United States. This candymaker, Michael Pissare, has been operating successfully in Glens Falls, New York for the past forty years ..... 55

### **Weekend Special: Hallowe'en Divinity Puffs**

This popular retailer feature offers a seasonal specialty this month. Orange colored Divinity Puffs, half-dipped in dark chocolate make an excellent item for Hallowe'en. Herb Knechtel of Knechtel Laboratories, well-known candy consultant, has again contributed a sales-producing item for the manufacturing retailer ..... 59

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# BRIGHT BOTTOMS

*mean faster selling candies!*

and here are two BURRELL Belts to give you the Brightest Bottoms...



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MIRAFLEX  
COOLING TUNNEL BELTS**

**for the highest possible gloss  
and minimum stretch**

This Burrell-built Belt is made with 3 mil DuPont "MYLAR"® surface. It gives bottoms a mirror shine that is unequalled by any other Belt. "Miraflex" has great tensile strength, and remarkably high dimensional stability—it has very low stretch even under severe operating conditions. Yet its flexibility is excellent. Impervious to attack by grease or food acids, solvents and moisture, "Miraflex" is easy to keep clean and serves efficiently during a long life.

\*DuPont's trademark for their brand of polyester film

This highly popular Burrell-built Belt is in wide use in candy plants throughout the country. Its vinyl surface gives excellent brightness to bottoms, and in addition provides unexcelled transfer properties. The resistance of "Miragloss" to abrasion is remarkable, which adds both to Belt life and ease of cleaning; and "Miragloss" users have little worry about cracking or checking, since this Belt stands head and shoulders above ordinary types in flexibility. Both "Miragloss" and "Miraflex" are odorless and stain resistant, and are easy to splice.

**BURRELL  
MIRAGLOSS  
COOLING TUNNEL BELTS**

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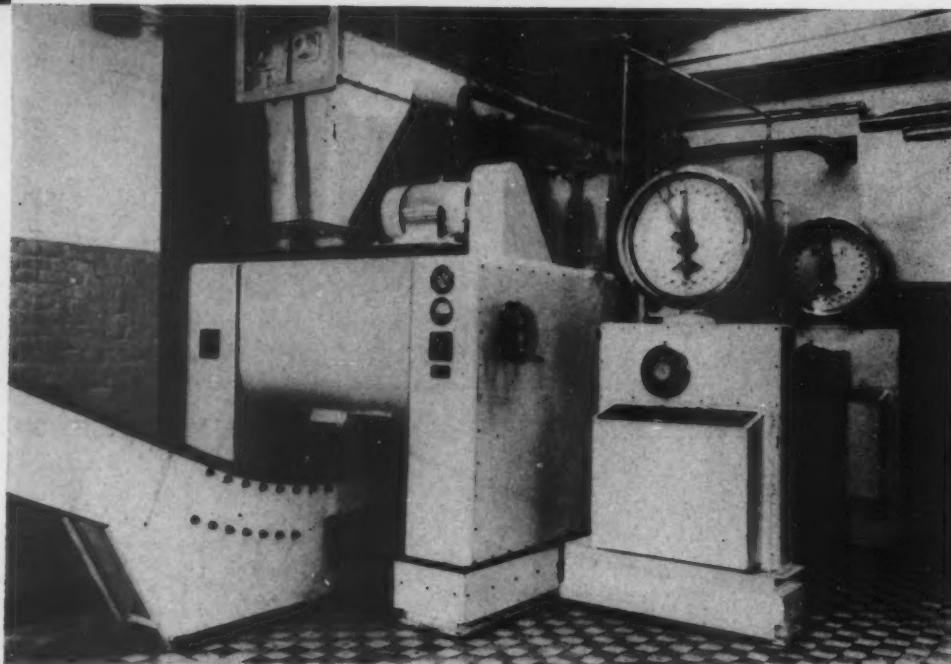
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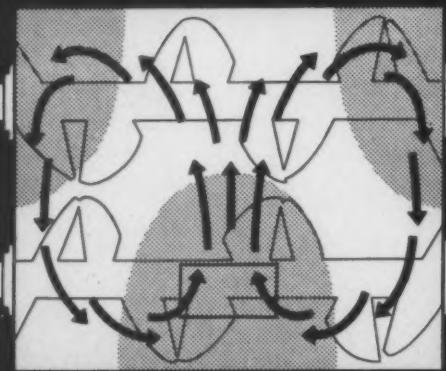


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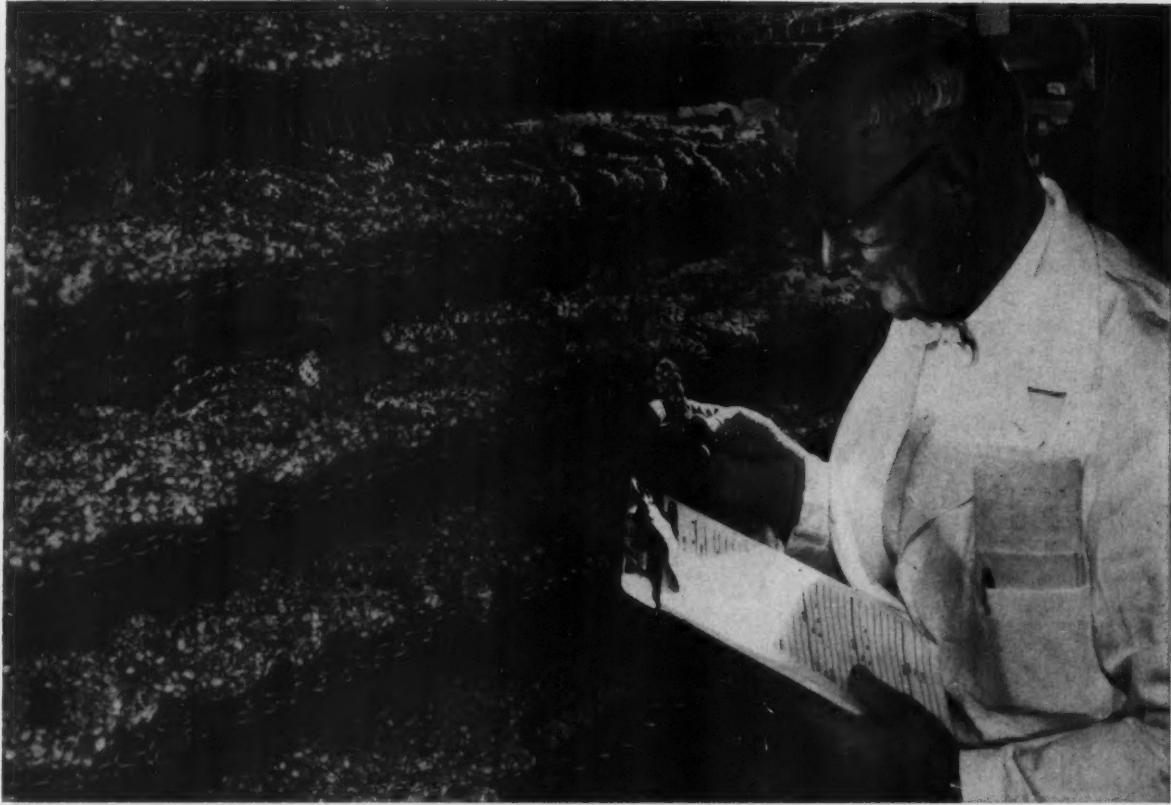
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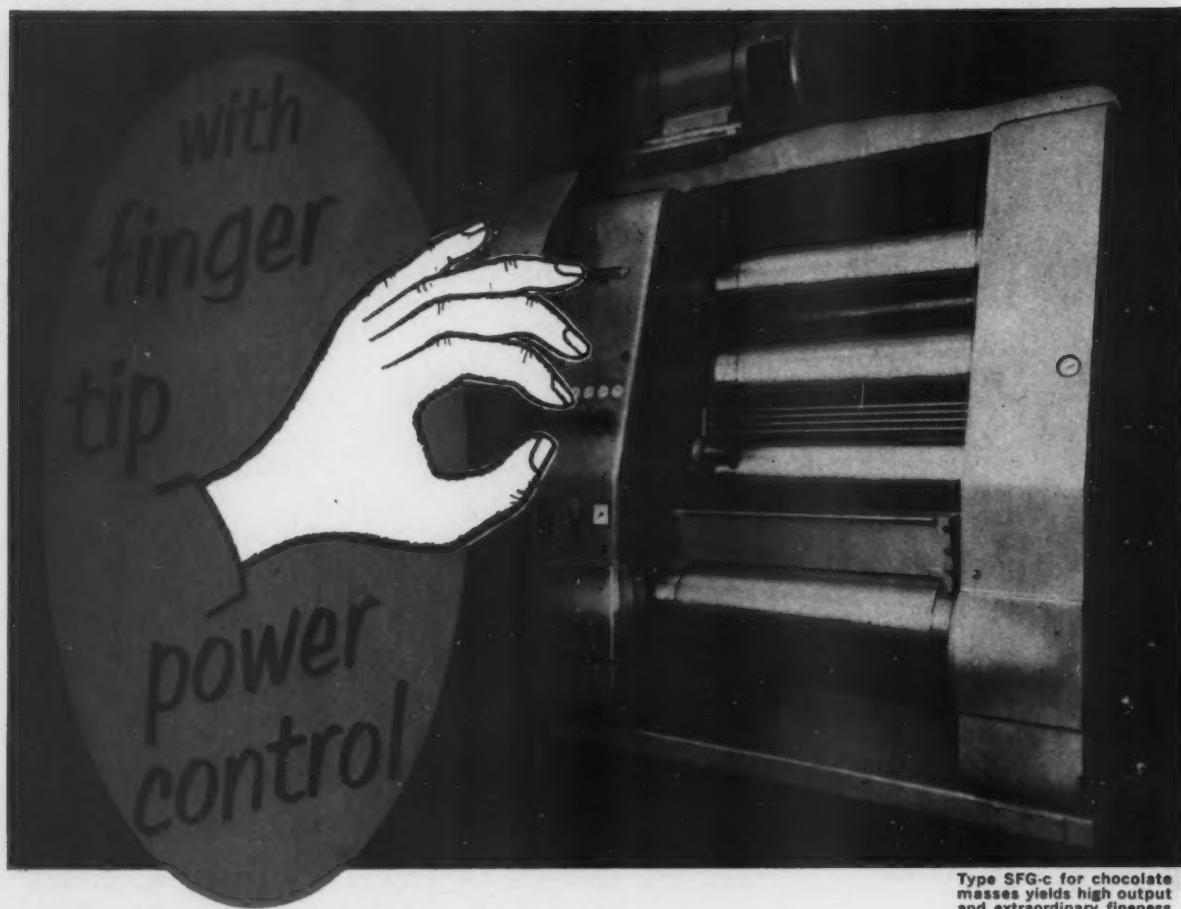
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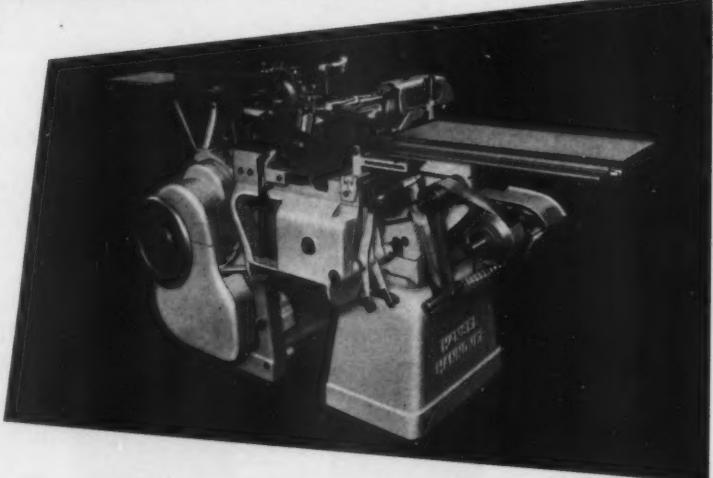


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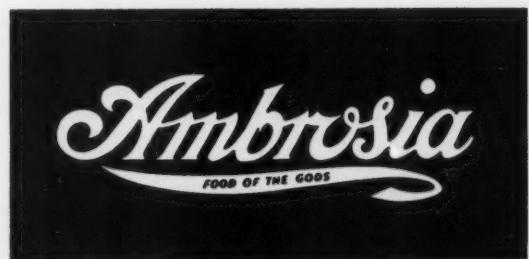


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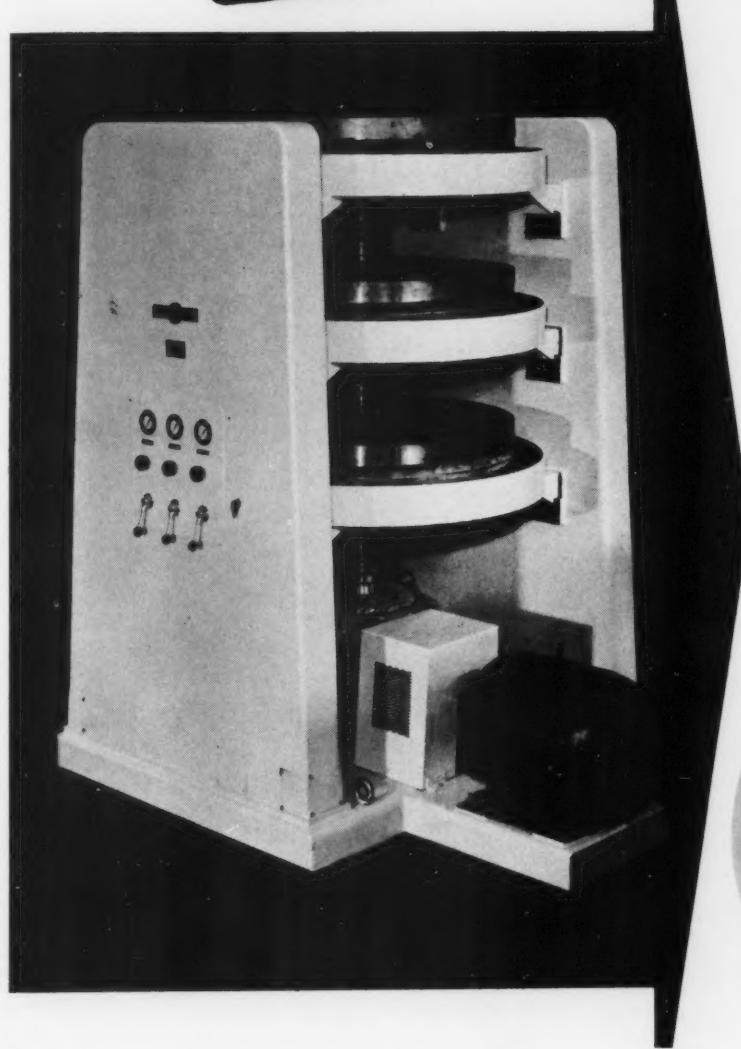
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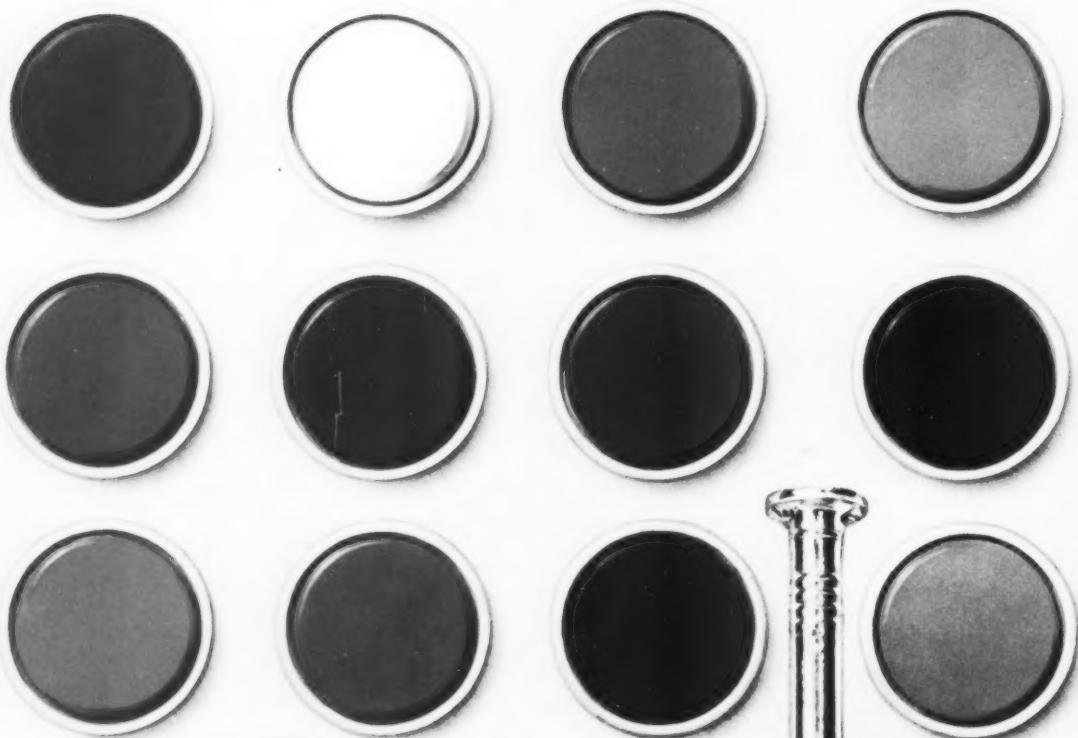
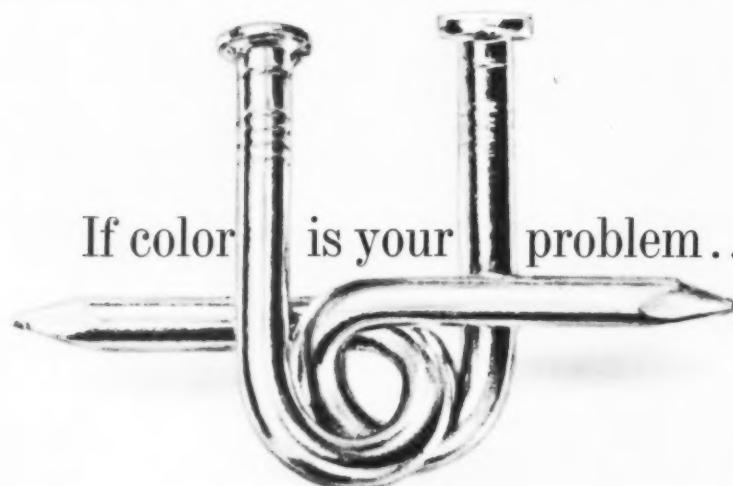


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# *the Manufacturing Confectioner*

September, 1960

Volume XL—Number 9

## Coordinated Sanitation Program at Charms Candy

The sanitation program at Charms Candy of Bloomfield, N. J. is considered an integral part of production because of the nature of the product. Up to seven years ago the cleaning procedure was routine and in many respects uncoordinated. There was no set schedule and cleaning methods, procedures, and materials were the responsibilities of the departmental foremen, which resulted many times in duplication of work effort and poor cleaning.



Mr. Sam Porcello, plant sanitarian, in his office at Charms Candy Co., Bloomfield, New Jersey.

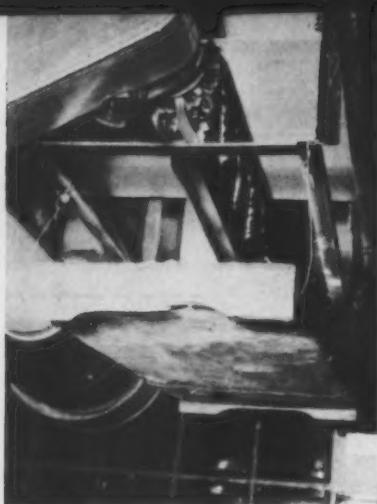
Now the plant works under a scientifically-drawn up program which involves a high degree of co-ordination between the sanitation department and all departmental foremen. Detailed records and instruction sheets are kept so that the porters are told where to clean and what to use and management has at its fingertips a complete analysis of what's being done and the results obtained.

This program was worked out by Vincent Ciccone, assistant plant manager and Sam Porcello, plant sanitarian. Their summaries were arrived at by plant surveys conducted by A. E. Armstrong & Associates of St. Louis, sanitation consultants; the foremen's knowledge of the work required; and references to recorded data, manufacturers' pamphlets and business publications.

### **Follow master list**

Mr. Porcello began the program by checking all raw materials used in production and the final product, making a laboratory analysis to make certain that they are free of extraneous matter. New materials coming into the plant are always subject to this diagnosis.

His survey also includes cleaning operations,



This is the rotary cleaning brush which Charms installed at the drive end of the conveyor belt with a wooden pan underneath to catch dust fall.

(time involved, materials used, areas included) from reports turned in by department foremen and foreman of porters as well as surveys by a professional sanitation consultant. This analysis uncovered items which were not being cleaned, as well as time used for work already done.

This record keeping also includes the pest control service, which is operated by an exterminator under contract. Heretofore this operator had been working largely on his own, but under the new program the exterminator is given specific instructions on where to operate, what spraying materials to use and so on. This advice is both oral and written, file records are kept and the exterminator is also required to submit a pest control report (in which he can put suggestions for improvement).

All of this data is recorded on a master list which serves virtually as Porcello's "right-hand man." From this sheet is drawn the classified information which is broken down and tabulated on 3 x 5 index cards, giving an individual record of each job. At the beginning of the week he takes out these cards to make up the porter work sheet which tabulates all of the projects to be carried out that particular week, breaking the building down into room areas and detailing the cleaning work required for each.

A copy of the Porter Work Sheet in turn is handed to the sanitation foreman who uses it to lay out his assignment sheet for the week. The sanitation foreman has a rotating crew of four men to work evenings or on special projects and they are each assigned by reference to this sheet which tells them what the job is, what equipment to use, and time involved.

In addition, there is a Special Work Sheet for projects to be done by a particular department foreman, mostly clean-up jobs which are carried out on Saturdays.

This cleaning schedule, incidentally, is a flexible and not a rigid one. The index card file is constantly thumbed over. If the area needs more cleaning attention, the work load is increased, or lessened if need be. Seasonal variations in production, of course, make such changes necessary, or else it

has been found that more or less attention must be given to a section than at first planned.

#### Personnel involved

The sanitation job is carried out by 19 full-time porters, plus six part-timers who alternate with their production duties. The sanitation foreman is Tom Peyronel who has been in sanitation work for 25 years; crew leader is Joe Wesley who has 35 years experience.

The full-scale program is not carried out during normal working hours so as not to interfere with production. At that time, however, the porters are kept busy around the heavy machine areas. Floor scrubbing and heavy cleaning is at the end of the shifts, nightly and Saturday mornings; the production equipment is cleaned on Saturdays when the production men assist and are paid overtime for this extra duty.

The foreman lays out the individual assignment sheets for each rotating crew of four men who work evenings or on special projects. They operate in specific areas and draw equipment as instructed.

At the finish of each cleaning operation, it is the foreman's responsibility to see that the work has been done properly. Mr. Porcello makes periodic inspections continuously. The quality control department, under the direction of Elia Marra, chief chemist, sees to it that production equipment is kept up to standard. In addition, there are quarterly inspections by an outside sanitation consultant who makes a report on the over-all plant operation.

#### Cleaning operations

Cleaning of the flooring, mostly of baked brick tile, requires only a wash solution, using a powdered alkaline detergent, (which is also applied to concrete floors). For the terrazzo floors, a synthetic liquid detergent is applied, as it has been found that an alkaline detergent is likely to cause some disintegration because of the chemical reaction.

Pans and other cooking receptacles are cleaned in a large bakery panwasher unit which is equipped with an automatic, electrically operated, detergent dispenser which maintains a constant pH of the wash solution. This insures uniform washing



A set pH is maintained by electronic solution control for baking pan washer.

throughout the day with fewer changes of the wash solution.

The cleaning compound preferred has a uniform aggregate of sodium salts of mixed polyphosphoric acids and a relatively low ratio of silicates; contains no caustic soda, chromates or phenols, hence there is nothing toxic or allergenic.

Messrs Porcello and Peyronel keep a record of all detergents by brand and tabulate the results. Their practice has been to use existing cleaning materials until better products come along and these are thereupon substituted when they have proven their superiority. Salesmen interviewed are asked to submit samples which are given a trial and if results justify their use, are ordered in quantity.

The plant uses several different types of vacuum cleaners, one of which is high-powered for dry pick-up of starch. It maintains 3 convertible units for 55-gallon metal drums. Two drums are mounted on a handtruck and can be easily emptied by spigots on the bottom.

Cleaning material is purchased from several jobbers and there is more insistence on work performance than brand names. Purchases on an average consist of about 400 pounds of cleaning compounds per month; and on a yearly basis 15 gallons of wax for the offices; 4 gross of mops; and 3 dozen brooms of various sizes up to 36 inches.

#### Innovations introduced

Since the building is an older type structure and lacks many of the construction techniques for cutting down maintenance and sanitation upkeep that may be found in the more modern structures, Mr. Porcello and his staff had to introduce several innovations of their own and readapt wherever they could to improve cleaning operations.

Attention, of course, was concentrated on production machinery. Since most of this equipment is stationary there was a problem in the removal of sticky accumulations. Normally this excess is steamed off, but too much humidity generated in this way would affect production.

So it was decided to mount all of this machinery on wheels, including cooling conveyors, forming and wrapping machines. Thus they are made portable and can be removed to other areas for subjecting to a steam-cleaning solution.

In the locker room all lockers are suspended from the ceiling instead of being placed directly on the floor. This makes it possible for thorough cleaning by inserting mop or broom directly underneath them with no obstructions intervening.

The overhead ducts had been inaccessible because of their solid construction. Now all the duct-work, which is of metal, has small doors opening on top which facilitates the cleaning out of their interiors.

The cleaning of condensers in the cookers was another bottleneck, because of lime deposits caused by hard well water. This problem was overcome by devising a portable circulating cleaning unit connected to the condensers, the cleaning solution

circulating removing the scale caused by the lime deposits.

The rollers on the conveyor belts were picking up heavy accumulations of sugar dust. This was overcome by installing a rotary cleaning brush at the drive end of the conveyor with a catch pan underneath the brush to catch the dust fall.

The liquid sugar tank floor was subject to sticky overflow with direct washing off not feasible because there are no sewerage overflow basins in the basement. So the management put a pit in the room to hold the squeezed-in overflow which is removed by a rigged-up corn syrup pump with flexible hose; this material emptied into a raceway and worked down into the sewer.

Lack of an adequate drainage system in the basement necessitated use of convertible vacuum units for wet pick-up. Mobility was included by installing take-up reels for the wire and release of the wire automatically, thus giving more range to this equipment.

Hot floor washing solutions are transported in insulated 55 gallon drums mounted on handtrucks to specified areas which are not equipped with facilities for heating water and where a large volume of water is necessary to complete the scrubbing operation.

Cleaning of the large storage area where cartons are stored on skids was difficult because of the heavy concentration, making it hard to get to the middle and certain areas. This was circumvented by connecting several extensions of aluminum cleaning rods to the hose of a dry pick-up vacuum cleaner with wheels under the rods at intervals of 10 feet or more. The porter, lying prone on a dolly, can thus maneuver the extension rod well under the skids with the aid of a large portable headlight to peer into the dark places.

#### Disposal flow

The flow of disposal starts with the picking up of trash by one porter working continuously in all departments. This material is deposited in 55-gallon metal drums, which are kept in certain spots around working areas.

During the day these drums are carried out on an oversize hand truck which is large enough to hold five of them at a time. Waste material is transported in this way to a central trash area where it is picked up by the outdoors trash-man, another company employee, at the loading platform and placed in a 2½-ton truck. Then it is carted a short distance away to the company incinerator back of the building.

The management as yet, has not broken down cleaning costs, preferring to withhold saving of pennies in the early stages of its sanitation program so long as the objectives sought are being attained. It is expected, however, that a cost control system will be instituted at some future date so as to pin-point expenses and break down costs, which will effectuate economies and make investment only when and where they can be expected to do the most good.

# DUST-PROOF STOCK BOX

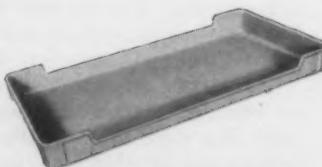
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Here's real help for candy makers at low cost. The new, dust-proof Toteline Stock Box, made of reinforced fiber glass, has smooth, non-porous surfaces, rounded corners. It's easy to stack . . . nests compactly without lid. Unlike wood, it can't splinter. There's no maintenance.

Toteline Stock Boxes, and the Sanitary Tray for transporting and drying candy, pictured below, cost surprisingly little. They're practically indestructible and cleaning's a cinch . . . just dip in hot water.

End your sanitation problems now. Start today by returning the coupon below for further information.



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## Report of European research activity

**T**

he exchange of knowledge resulting from research in the Chocolate and Confectionery field was increased by a recent visit by William Duck to a number of institutes and company laboratories where such research is being carried out. Mr. Duck, Research Chemist in charge of Research Projects for the Pennsylvania Manufacturing Confectioners Association conducted at Franklin and Marshall College read a paper by invitation of the German Chocolate and Confectioner Assoc. at the Institute of Food Technology and Packaging, in Munich, Germany, the director of which is Prof. Dr. R. Heiss. The visit was co-sponsored by the German Chocolate and Confectionery Association and the Annual Production Conference under the auspices of the P.M.C.A.

Mr. Duck also visited the laboratories of the British Food Manufacturing Industries Research Association in Leatherhead, England, the director of which is Dr. F. H. Banfield, and the London Borough Polytechnic College which trains candy technicians.

On the continent Mr. Duck visited the Central Institute for the Confectionery Industry, Amsterdam, Holland, the director of which is Dr. C. Niemann; the Food Chemistry Institute of the German Association of Confectioners, Cologne, Germany, Dr. A. Finke, director. Through the kind efforts of Mr. Max Glattli, editor of the *International Chocolate Review*, Zurich, Switzerland, visits were made to the laboratories of Lindt and Sprungli, Zurich, Switzerland; Nestles, Vevey, Switzerland, and Suchard Holdings, Neuchatel, Switzerland.

Mr. Duck found that European research is contributing knowledge in a large number of areas related to chocolate and confectionery problems. Cooperative research is being carried out on analytical procedures so that products such as chocolate, cocoa and cocoa butter can be well defined by control laboratories. Simple viscosity procedures for chocolate have been developed which make possible the prediction of coverage and other flow properties necessary for handling the melted product and the design of equipment. Research is being carried out on hard candy, marshmallow, licorice, toffy and caramel. Research is being carried out also for better design of equipment such as used for starch drying and moulding and on cooling tunnels. Many of the flavor components of chocolate have been separated and characterized. Methods for separation of the glyceride components of cocoa butter have been developed as well as methods for detection of foreign fats in cocoa butter.

# *Why does the candy business need a public relations campaign?*

**T**

his question had an easy answer back in the twenties when the public had doubts about the purity of the product and in the forties when the government got the idea that candy manufacturing was a non-essential industry and threatened to divert the workers to war work. During both of these periods an energetic public relations campaign was carried on to inform the public and to correct an unflattering image of candy that had been formed in people's minds.

Both of these programs were highly successful but of short duration. After the objective had been accomplished interest in keeping a public relations effort alive lagged and the PR program languished from lack of support.

Since that time there have been some abortive efforts to start another such campaign. These have been unsuccessful partly because the industry has not faced the type of immediate and urgent threats that were the impetus for the campaigns of the twenties and forties.

Today in the 1960s we are once again in the midst of an attempt to establish a public relations program for the industry. The organization of the Candy, Chocolate and Confectionery Institute is based on a more enlightened outlook on the merits of maintaining good public relations on an industry-wide basis. Recognizing that the candy business has fallen behind in not accepting the progressive PR outlook that has helped their competitors move ahead, representatives of the manufacturing and distributing phases of the industry have set-up a plan for a consistent public relations effort that will act not only as a bulwark against misunderstandings and misinformation but also as an aggressive force to give the public new and better reasons why they should buy more candy.

And today in the 1960s we are faced with more of a threat to the business than has existed in the last twenty years. The public, for the most part, does not hold candy in the position that we would like them to. The image of the product as fattening and bad for the teeth certainly doesn't help sales. A public relations campaign can change a product image and as an example of how this works we'd like you to consider an advertising campaign which completely destroyed an old image and substituted a new one which brought a wider market for the product.

Do you remember when Marlboro cigarettes were considered a ladies cigarette? Have you been aware that the advertising campaign featuring working men smoking Marlboros has completely

changed the product image so that where you would once look askance at a man smoking a Marlboro you now think nothing of it? This change of public opinion was brought about by an intensive advertising campaign specifically designed to do a job. And a public relations campaign can do much the same job.

Is candy to be forever thought of as excess calories, bad for the teeth and in general as a forbidden delight rather than the good food energy it really is? If there is not a concentrated campaign to correct this image it will never be changed.

An industry whose market has remained essentially unchanged over the years, as it has in the candy field, cannot sit back and let an unflattering product image eat away at the business it does have.

One company at a time cannot fight this battle. It is the place for cooperative effort. Each candy manufacturer must loosen the purse strings and pledge money and support for the good of all.

There's not one of you, no matter what your size, who wouldn't give \$100 if you never again had to wince when you read an article about candy and tooth decay or had to listen to the weight conscious public condemn candy as fattening.

It is a sad commentary on the candy business that almost any other industry faced with this kind of unfavorable public relations would have been set-up to wage a vigorous fight at the onset. Without a continuing organization set-up to handle such problems the candy industry is forced to institute a crash program each time it is threatened. In order to grow and even to survive the candy industry must have a central agency to counteract these half-truths and misunderstandings about candy. We must convince the public that it is in their best interests to buy more candy and we must guard against and endeavor to change an unfavorable image that could possibly get worse.

At last we have the nucleus of a continuing public relations program in the Candy, Chocolate and Confectionery Institute. It has the support of officials of all branches of the industry. It offers a well-organized plan to help candy sales increase at the rate they should increase.

But the Institute must have money to operate efficiently, and the money has got to come from you. If this giant industry cannot come up with the goal of \$250,000 then the individual manufacturers will have no one to blame but themselves if sales reflect the public's misinformed attitude toward candy.

S.E.A.



CUTTING LOOSE IN THE CANDY FACTORY PACKING ROOM, CHARLES MCGEE CENTER AND CARRY HANES CHUGG PURCHASES BAKE IN CHOCOLATE CARAMELS

## Cub Pack on a Sweet-Tooth Binge

For the 10 Cub Scouts of Pack 359 in Philadelphia, a sweet dream of boyhood came true this month. They were turned loose in a candy factory to eat all they could and take away all they could carry. To help celebrate a convention of candy makers and sellers, Manufacturer Mark Heidlerger led the Cubs on an educational tour through his plant, then set them loose in a big room piled high with an endless array of delectables.

Like proper Scouts, the Cubs came prepared. They whipped out paper bags and boxes, put on coats with log pockets borrowed from their dads, finally stuffed their own pockets and shirt fronts—and their stomachs. As candyman Heidlerger watched, awed but still indulgent, some 600 pounds of plies, licorice, nougat and chocolates vanished, leaving only a sticky shambles in the plant and a pack of candy-coated Cub Scouts.

TWO-PAGE SPREAD  
IN . . .

# LIFE

JUNE 27, 1960

**LIFE**  
RECEIVED BY MAIL

### COVER

Toasted by sunburn, a cub Scout hard backs in a Boring Sea heart, typified of the vast Alaskan wilderness. The cub was reprieved by croissants— which should be saved from pp. 63-70.

### THE WEEK'S EVENTS

Communist tanks blight that hurt as Japan's atomic bomb did; the last remains of Tokyo tell how muscular vegetarians crew leveled shade house for Khrushchev. The secret of the Denver's success amounts to the misery of Denver's attitude and wine.

A 17-year-old boy versus the Legion: humor student turns down an award. A Look at the World's Woods

### EDITORIAL

The United States' purpose: our ultimate goals should range behind decisions to defeat Communism first

### PHOTOGRAPHIC ESSAY

The secret of a living wilderness: Alaska's animals still range the land and sea in primitive abundance. Photographed for LIFE by Fritz Goro

### ARTICLE

The hidden boozers in Korea; on the war's 10th anniversary a former American official tells how Russians are run the show. Peter Bregg. Plus a picture essay on Korea today: a war that has been won but still continues still on weary rounds. Photographed for LIFE by John Dominis

### SPORTS

Five U.S. shotputters break records as they get set for Olympic trials

### MOVIECLUBS

Great Australian singer, Diana Trask, makes a slyly smooth U.S. debut

### FASHION

Procedure #8 helps home sewers

### MEDICINE

Historical surgical transplant: kidney case is big advance in use of body spare parts

### MOVIES

Broad debut of an old pro: boxing champ Archie Moore opens film career in *Brotherly Love*

### PARTY

Cub pack on a sweet-tooth binge: 49 Scouts are turned loose in a candy factory

### OTHER DEPARTMENTS

Alaska girls do a back down under upside down flip

Letters to the Editors

Bookend, a frosty handled

CUB BINGE continued



TASTE TEST of candy-coated apple, which he had dipped in 'el syrup himself, absorbs Patrick Letts.



BIG THIRST from sampling sweets is quenched by Jimi, Kitee (left) as Thomas McNamee waits.



# How this top-notch publicity for candy was created

This positive impression of candy given to millions of readers of LIFE was invaluable in terms of good public relations. Favorable editorial mentions of candy in mass-media are the result of weeks of work. This article describes how the LIFE article was created and placed.

**S**ound publicity doesn't just happen. It must be creatively developed. It requires extensive planning and considerable contact work with the magazine, newspaper or radio or television program on which it is placed. Like any business activity, it cannot succeed without a selling effort. That is selling the idea or the story to the media.

As the fund drive to support candy's forthcoming industry-wide public relations program proceeds, it has occurred to the editors of *The Manufacturing Confectioner* that many candy men would appreciate as specific a description as possible of just how a publicity story is placed.

The first thing that one hears about publicity is that it is free, that it is material carried in the editorial or news columns. Thus it differs from advertising in that there is no charge for space. However, a major cost factor in publicity is the time that professionals must put in to develop the ideas, carry them out and convince the publications or programs to use them.

One of the finest publicity efforts for the candy industry in recent years was the two-page picture article which appeared in LIFE Magazine several weeks after the annual conventions of the National Confectioners Association and the Associated Retail Confectioners in Philadelphia.

Candy manufacturers will remember the picture story of the Cub Scout troop which visited the Philadelphia candy plant and were allowed to help themselves to all the candy they could carry. The excited and happy expressions on the faces of those youngsters perfectly expressed the powerful appeals of candy. Those pictures were the essence of a positive publicity story for candy.

Because of the importance of the LIFE story, the editors of *The Manufacturing Confectioner* felt it would be an ideal example of how a publicity placement is developed and carried out. To get the step by step genesis of this excellent article, we went to the public relations group responsible for it.

For the first time in history publicity for the traditionally concurrent conventions of the NCA and the ARC was handled on a joint basis. Members of the public relations staff of the NCA as well as personnel from Theodore R. Sills and Company, which for the past three years has carried on a program for the ARC, worked as a team. It was the first instance of an industry-wide approach to public relations.

The specific individuals assigned to the job were Norma Tate and Helen LaPat of the NCA public relations staff; Gordon Winkler, vice president in charge of the Sills Chicago office; John Bohan of the Sills Chicago office; and Evelyn Wade of the Sills New York office. In addition Robert McMillan, public relations director of the Corn Industries Research Foundation, also was active in the public relations activities.

For about six weeks prior to the conventions the Sills Chicago group and the NCA staff met in Chicago regularly to plan activities at the convention and to develop story ideas.

At one of the meetings early in May the group discussed stunt ideas which might develop newspaper publicity in Philadelphia. Bohan suggested the possibility of taking a group of youngsters through a candy plant in Philadelphia at the time of the conventions and permitting them to take all they could carry with them. The others in the meeting then began to refine the idea. It was suggested that Cub Scouts would be a perfect age for such a stunt. It was suggested that the youngsters be asked to bring extra jackets, extra shirts and even extra trousers so that they would have many pockets in which to carry the candy. It was felt that this would add to the human interest in the pictures.

As these refinements were made it occurred to the public relations people that the idea might be sound enough to interest national media. LIFE Magazine was mentioned, as was television.

At this point a memorandum on the idea was sent to Miss Wade of the Sills New York office who was to meet with members of the NCA convention in Philadelphia. At that meeting she described the idea and asked for a suggested plant in Philadelphia at which the stunt could be held. Mr. Rudolph Kroekel of Kroekel-Oetinger, Inc., volunteered his company. Attending that meeting also was McMillan who volunteered to arrange for a Cub Scout troop through Scout headquarters in Washington.

The event was set for the afternoon of Thursday, June 2.

About two weeks before that date, Winkler was in New York City, and he called on a friend who is a top editor at LIFE. Winkler explained the idea in detail and was told by the editor, "it sounds pretty good and maybe we ought to cover it."

This meeting was followed by a series of letters keeping the LIFE editor informed of developments. One of these was extremely sad—the sudden passing of Mr. Kroekel. Executives of his company felt that in view of this it would not be appropriate to have the event there.

With less than a week to go before the scheduled event Miss Wade went back to the committee, and Mark J. Heidelberger Co., Inc., was suggested as an alternate. Miss Wade and Winkler visited the Heidelberger plant to make certain it was suitable and that the light would be bright enough for the photographers.

Contact work continued with LIFE in New York until Wednesday, June 1, when Miss Wade was informed that LIFE would have a reporter and photographer cover. In the meantime Miss Wade visited the Philadelphia newspapers and told them about the event, and Miss LaPat visited the television stations in Philadelphia in an effort to interest them.

On the morning of the event Winkler and Miss Wade went to a Salvation Army depot in Philadelphia and purchased about \$20.00 worth of used clothing. Realizing the human interest angle in pictures of youngsters bundled up in several jackets to give themselves extra pockets, the publicity people did not want to take the chance that the Scouts might forget to bring extra clothes. As it turned out, only a few of the youngsters did bring the extra apparel and the Salvation Army clothes helped "make" the pictures.

Miss Tate, Miss Wade and Mr. Winkler were on hand with Mark Heidelberger at the factory and held a dry run before the press people arrived. The event was slated for 3 P.M. and the LIFE crew, a photographer from the Philadelphia News as well as cameramen from two television stations were there on time. The publicity people began to develop ulcers on their ulcers when by 3:30 the Cub Scout troop had not arrived.

Finally, shortly before 4 P.M. the 40 youngsters and a half dozen dear mothers appeared and announced their bus had broken down. The tour of the plant began. The Scouts were shown all of the candy-making processes and were told they could take all the candy they could carry. The photographers dashed madly about shooting pictures.

The LIFE photographer, Joe Nettis, working with two cameras, made approximately 400 pictures. The event took close to two hours. The film was immediately dispatched to LIFE in New York for processing.

Now began the period of waiting. The publicity people were told that the pictures were excellent. But with a major national magazine like LIFE there is no assurance that any specific story will be used. Major national and international news events can easily "bump" a feature like the candy pictures at the last minute. During this period the Tokyo riots were taking up the important news pages. But space finally was made for the candy story, and the two fine pages of pictures appeared in the June 27 issue.





# LET'S TELL IT

The candy, chocolate and  
confectionery story-----

--IT'S A GREAT ONE!

GREAT  
SALES



Let's all get behind the new industry wide  
**PUBLIC RELATIONS DRIVE**



*Candy has a great positive story  
—let's tell it!*



*Either we tell it our way or  
opposing forces tell it theirs.*



*You pay for a PR program regardless  
... Either you pay for a planned and  
beneficial program—or you pay  
in sales when you fail to act.*



*Join this aggressive promotion organized  
by the National Confectioners Association,  
the Associated Retail Confectioners, the  
Chocolate Manufacturers Association and  
the National Candy Wholesalers Association.*



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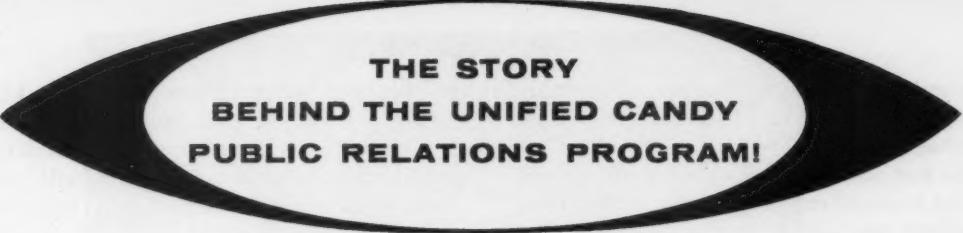
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## THE STORY BEHIND THE UNIFIED CANDY PUBLIC RELATIONS PROGRAM!

### WHY IT IS NEEDED

Candy consumption has increased slightly in recent years. But this increase has been far below that of almost all other food products. It has lagged frighteningly behind the growth in population.

Per capita consumption of most consumer goods has spurted since World War II. Per capita consumption of confectionery products has failed to increase.

For the period since 1952 the average American has consumed approximately 16.5 pounds of confectionery products per year, a far cry from the 1944 high of 20.5 pounds, and the current 26 pounds in the British Isles.

In view of the dynamic growth of other industries, the confectionery situation is alarming. It is the result of misconceptions about candy which are held by the public, as well as changing social patterns.

Candy is blamed for a multitude of sins. The public

holds candy responsible for cavities. Our calorie conscious population looks upon candy as a prime enemy in the war against weight. The term "empty calories" is becoming increasingly popular in respect to candy.

*How can we correct these damaging misconceptions? Only through an aggressive and long range program which tells the positive story of candy—a program which gets across to the public the facts about the essential appeal of our products.*

In recent years, home entertaining has seen marked increases in the serving of other products at the expense of candy. For years, the gracious tradition of serving sweets with and after meals had been forgotten by homemakers.

*Such changes in social patterns can be corrected only by a positive public relations and merchandising campaign.*

### WHAT IT WILL BE

The purpose of the program is:

"To aggressively convey to the public in a positive manner the facts about the wholesomeness of candy, chocolate and other confections, and the importance of these foods as highly nutritious and pleasurable components of the American diet. This will be implemented through a consumer education and information program developed through all available media of communications. The program is to be carried on within the framework of the highest standards of communications techniques."

These are the essentials of the campaign. Basically it will be a publicity program because publicity has important advantages over advertising:

—Publicity utilizes the news columns of magazines and newspapers and the actual programming on radio and television. It achieves greater impact and believability on the part of the public because the message is delivered by the editors and the Radio and Television performers themselves. We will tell the great candy and chocolate story through them. We will utilize their prestige and influence with the public.

—Publicity will make possible much broader distribution of our story than would advertising which is limited by necessity for large advertising budgets. With publicity, every possible media is potentially open to us.

The program will tell the story of the wholesomeness of our products and their importance in American life in media aimed at all segments of the population:

—Special emphasis will be placed on appeals to women,

the controlling force in most purchasing. Serving suggestions, table decorations, party ideas embracing the use of candy will be placed in newspapers, magazines, Sunday supplements and on women's radio and television shows. It will tell the positive side of the candy story: nutritional value, eye and taste appeal; versatility in serving and appeal as a gift.

—News stories associating personalities and special events with candy will be developed. These will appear in the general news sections, business, sports and feature sections of newspapers and magazines.

—The vital teen-age market will be reached through articles and photographs placed in the many magazines being published for the teen audience as well as the teen columns of newspapers. Candy presentations will be included on the many radio and television programs of particular interest to teen-agers.

—Candy material will be placed on network radio and television programs and presented by established personalities and celebrities.

—Special promotional events—such as special weeks—will be organized in which individual businesses can tie-in and carry on their own promotions. These will be national in scope, and point-of-sale and other merchandising material will be made available.

WE ARE GOING TO GET THE NATION TALKING ABOUT CANDY AGAIN, AND TALKING ABOUT IT FAVORABLY

## HOW IT WILL HELP

The negative attitudes which are keeping our industry from achieving its potential have come about through rumor and heresay.

Now, for the first time, the entire candy industry will have one central source of information. For the first time, the entire industry has joined together to combat the rumors and heresay with the facts to proclaim the virtues and appeal of candy.

Public opinion is not changed over-night. Habits and

social customs are deep rooted and not quickly pried loose.

But the job can be done. Modern public relations methods, applied by skilled professionals, will change the negative attitudes to positive ones. They will gradually make candy an increasingly accepted social habit—build it to its rightful place in American life.

As these attitudes and habits are changed our industry will begin enjoying the potential it has been missing in recent years.

## WHO IS ADMINISTRATING IT?

The industry-wide public relations program represents all segments of the candy, chocolate and confectionery industries. The principal trade associations in the confectionery field have formed the Candy, Chocolate and Confectionery Institute, a not-for-profit corporation which will implement the campaign.

The board of directors of the Candy, Chocolate and Confectionery Institute include representatives from the National Confectioners Association, the Associated Retail Confectioners of the United States, the Chocolate Manu-

facturers Association and the National Candy Wholesalers Association.

Responsibility for the program rests in the Institute's board of directors as well as in a steering committee composed of the chief paid executives of the four trade associations. This responsibility includes solicitation of funds, allocation of expenditures and general supervision of the professional public relations group which will be charged with actual implementation of the campaign.

### Officers and directors of the Institute are:

#### OFFICERS

John A. Mavrakos, President  
Reed W. Robinson, Vice President  
John M. Whittaker, Secretary  
Henry Blommer, Treasurer

#### DIRECTORS

Henry Blommer  
Blommer Chocolate Co., Chicago  
Bernhard S. Blumenthal  
Blumenthal Bros. Chocolate Co., Philadelphia  
Thomas F. Corrigan  
The Nestle Co., White Plains, N.Y.  
Gene Green  
Clemens and Green, Pablo, Kas.  
W. Ralph Hopkins  
Marquette Land's, Inc., Philadelphia  
Charles V. Lippis  
Curiss Candy Co., Chicago  
Harry W. Loock, Sr.  
Allen, Son and Co., Baltimore  
John A. Mavrakos  
Mavrakos Candy Co., St. Louis

#### Reed W. Robinson

Golden Nugget Sweets, Ltd., San Francisco

#### Harvey F. Thiele

Harvey F. Thiele Co., Santa Fe, N.M.

#### John M. Whittaker

New England Confectionery Co.,  
Cambridge, Mass.

#### Leonard Wurzel

Loft Candy Corp., Long Island City, N.Y.

#### STEERING COMMITTEE

Douglas S. Steinberg  
National Confectioners Association  
Thomas J. Sullivan  
Associated Retail Confectioners  
of the United States  
C. M. McMillan  
National Candy Wholesalers Association  
Bradshaw Mintener  
Chocolate Manufacturers Association

#### FINANCE CHAIRMAN

Hans J. Wolfisberg  
The Nestle Co., White Plains, N.Y.

## WHAT IT WILL COST

After a thorough study of the industry's needs, the Candy, Chocolate and Confectionery Institute board of directors has decided that a minimum annual budget of \$250,000 will be needed to insure the success of the public relations program. This amount, while not large as compared with the promotional allocations of many other industries, will make a well-rounded, national public relations program possible. The actual money will not be collected until pledges have been received for the minimum \$250,000.

To achieve our goals the program is being approached on the basis of a three year initial effort. In order to achieve maximum results, a public relations program must be long range in nature. The groundwork which will be made in the three formative years will provide a solid base for

cumulative future effectiveness. It is anticipated that the campaign will be so successful that participants will be pleased to not only continue but to increase the program in future years.

The expenditures will cover the costs of materials, photographs, mailings and production work carried on by the professional public relations group as well as the necessary administrative costs.

Individual businesses in all segments of the industry—manufacturers, wholesalers, retailers, jobbers, distributors, salesmen and suppliers are participating in this effort. The Candy, Chocolate and Confectionery Institute board of directors has developed a schedule of suggested contributions which is based on the size of the individual business.

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ORIGINAL

## PLEDGE BLANK

Date.....

### CANDY, CHOCOLATE and CONFECTIONERY INSTITUTE

The Treasurer

Candy, Chocolate and Confectionery Institute  
Room 1254 - 119 West Wacker Drive  
Chicago 1, Illinois

We hereby subscribe and pledge the sum of \$....., annually, for a three-year period, to the Candy, Chocolate and Confectionery Institute, an Illinois corporation, not-for-profit, representing the candy, chocolate and confectionery industries. The purpose of the Institute is:

"To aggressively convey to the public in a positive manner the facts about the wholesomeness of candy, chocolate and other confections, and the importance of these foods as highly nutritious and pleasurable components of the American diet. This will be implemented through a consumer education and information program developed through all available media of communications. The program is to be carried on within the framework of the highest standards of communication techniques."

Please invoice me for the above amount in one annual payment ; two semi-annual payments  or four quarterly payments .

FIRM NAME.....

INDIVIDUAL .....

TITLE .....

ADDRESS .....

CITY ..... ZONE..... STATE.....

All pledges will be kept  
completely confidential.

**SUGGESTED SCHEDULE OF CONTRIBUTIONS BASED ON  
CONTRIBUTOR'S TOTAL ANNUAL SALES VOLUME**

| Annual Sales Volume<br>From              To | Suggested Annual<br>Contribution For Each<br>Of Three Years |
|---|---|
| \$ 100,000 - 249,999 .....                  | \$ 100  |
| 250,000 - 499,999 .....                     | 250   |
| 500,000 - 749,999 .....                     | 400   |
| 750,000 - 999,999 .....                     | 550   |
| 1,000,000 - 1,999,999 .....                 | 750   |
| 2,000,000 - 2,999,999 .....                 | 1,000   |
| 3,000,000 - 4,999,999 .....                 | 1,250   |
| 5,000,000 - 6,999,999 .....                 | 1,750   |
| 7,000,000 - 8,999,999 .....                 | 2,500   |
| 9,000,000 - 10,999,999 .....                | 3,000   |
| 11,000,000 - 12,999,999 .....               | 3,500   |
| 13,000,000 - 14,999,999 .....               | 4,000   |
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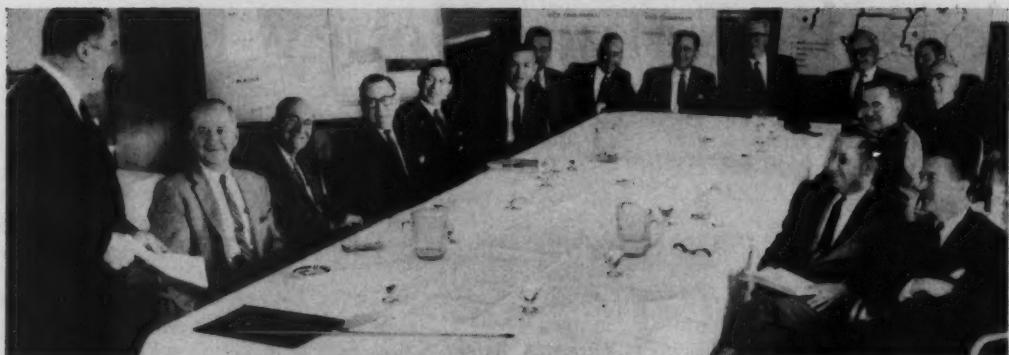
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The Steering Committee of the Candy, Chocolate and Confectionery Institute (left to right) Bradshaw Mintener, C. M. McMillan, Douglas S. Steinberg, and Thomas J. Sullivan.



Members of the steering committee and directors of the Candy, Chocolate and Confectionery Institute together with observers from the Candy Brokers and Salesmen's Council of America at a meeting in St. Louis. (From left to right) John A. Mavrakos, ARC, Byron Wingerl, CBSC, C. M. McMillan, NCWA, Gene Green, NCWA, Douglas S. Steinberg, NCA, Reed W. Robinson, NCA, J. W. Griffiths, CBSC, W. Ralph Hopkin, ARC, Stanley Marks, CBSC, Thomas F. Corrigan, CMA, Charles V. Lippis, NCA, Thomas J. Sullivan, ARC, Harry W. Loock, Sr., NCWA, Harvey F. Thiele, NCWA, Leonard Wurzel, ARC, Henry Blommier, CMA. Officials not shown are B. S. Blumenthal, CMA, John M. Whittaker, NCA, and Bradshaw Mintener, CMA.

### Regional Chairmen



Hans J. Wolfisberg, Finance Chairman



John M. Whittaker, Maine,  
Mass., N.H., Vt. & R.I.



Leonard Wurzel, N.Y., Conn. &  
N.J.



Clayton A. Minter, Jr., Pa.,  
W.Va., Md. & Del.



Harold L. Jeffery, III, Ohio



Bob McCormack, Jr., Ga., Ky.,  
Va., Tenn., N.C., S.C., Ala.,  
Miss. & Fla.



Harry H. Simpson, Ill., Ind.,  
Wisc. & Mich.



W. C. Dickmeyer, Ill., Ind.,  
Wisc. & Mich.



Lem T. Jones, N.D., S.D., Minn.,  
Ia., Neb., Kan., Mo., Tex.,  
Ark., Okla. & La.



Harold Siner, Calif. & Nev.



R. Neal McDonald, Utah, Mont.,  
Wyo., Colo., Ariz. & N.M.



George H. Thompson, Wash.,  
Ore. & Idaho.

# A Continuous Process for Dehydrating Honey

VICTOR A. TURKOT, RODERICK K. ESKEW AND JOSEPH B. CLAFFEY,  
Eastern Regional Research Laboratory\*

The continuous process developed for producing dried honey is an extension of the process previously developed and described by the authors for the continuous dehydration of fruit juices (4). The liquid honey, either pure or containing added sucrose syrup, is rapidly dehydrated under vacuum in a mechanically agitated thin-film evaporator to yield a molten product practically free of water. The molten product is fed to a pair of chilled metal rollers which squeeze it into a thin sheet, cool the sheet to room temperature, and break it into small brittle pieces. The pieces are comminuted to the desired size and packed in sealed containers together with a desiccant to further reduce moisture.

## Apparatus and Operation

A number of equipment manufacturers offer evaporators of the mechanically agitated thin-film type.

The one used by the authors was a Laboratory Model Turba-Film Evaporator made by Rodney Hunt Machine Co.<sup>b</sup> It has approximately one square

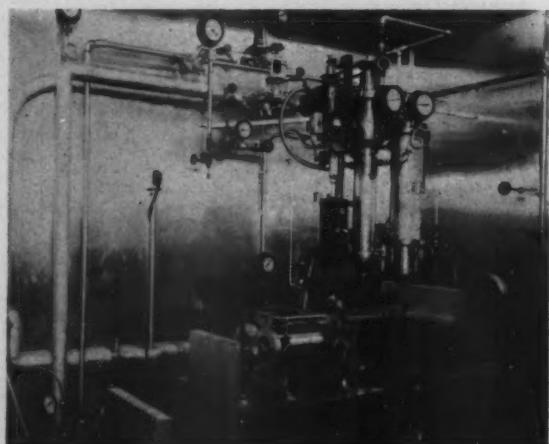


Figure 1. General view of dehydrating equipment.

\* This article is reprinted from the August 1960 issue of "Food Technology", Volume 14, Number 8.

foot of heat transfer surface and is rated to evaporate 40 pounds per hour of water at 27-inch vacuum using steam at 275°F. In this machine the feed flows by gravity down the inner wall of a hollow vertical cylinder which is evacuated and is heated by a steam jacket. Centrally located within this cylinder is a rotating agitator shaft having three straight vertical fins or blades which run the length of the cylinder wall and extend to about 0.030 inch from it. These rotating blades keep the feed in highly turbulent motion along the cylinder wall, thereby preventing local overheating while promoting rapid, efficient heat transfer. The discharge opening at the bottom of the evaporator was enlarged by the authors to facilitate flow of the highly viscous molten product at this point. Figure 1 gives a general view of the evaporator and the auxiliary equipment.

The drying, size reduction and packaging operations are carried out within a room in which the relative humidity is maintained at about 10%. This is necessary to prevent the hygroscopic dried honey from picking up atmospheric moisture and becoming caked.

Total cost of the evaporator and auxiliary equipment, plus the low humidity room and its dehumidifying equipment, is approximately \$17,000 at today's prices.

The drying process is depicted in the flowsheet Figure 2. Honey to be dried is warmed to 90-95°F to reduce its viscosity and then placed in the feed tank (1). About 30 ppm of a food grade silicone-base antifoaming agent<sup>c</sup> is added to the honey and thoroughly dispersed with an air-driven agitator, which is then left turning slowly. The feed rate is set at between 30-35 pounds per hour (solids basis) by adjusting the rpm of the gear-type positive delivery feed pump (2). Steam pressure on the jacketed-tube type feed preheater (3) is adjusted so that the honey will be a few degrees above its boiling point when it enters the evacuated evaporator. Vacuum steam at 160-175°F is used in the preheater jacket

to prevent over-heating. A back-pressure valve (4) at the end of the feed line maintains pressure greater than atmospheric within this line to help insure uniform feed flow. If the feed line and feed pump were to be subjected to the evaporator vacuum, the pump delivery rate would become erratic and the preheated feed would flash, causing it to enter the evaporator in uneven "slugs," hindering operation.

The honey passes through the heated zone of the evaporator in about half a minute, during which its water content is reduced to about 1%.

At the bottom of the evaporator the dehydrated honey, which has a high viscosity but flows at the existing temperature (230-240°F), falls through a sight glass (10) and into the product pump (11). The pump discharges the product through a check valve (12) and into the product line which ends in a reinforced flexible tube. The tip of this tube is mounted on a reciprocating carriage that distributes the hot product along the nip of the two cooling rolls (13). These rolls of chrome-plated bronze are hollow and have water at 35°F circulated through them. They squeeze the hot product into a sheet about 0.015 inch thick and cool it to room temperature, at which temperature it is a glassy solid. The brittle sheet is scraped off the rolls by doctor knives and breaks into pieces about an inch on a side. These "flakes" can readily be broken to smaller particles by forcing against a screen with a rubbing contact, or by using a small hammermill. Sizes down to through 20-mesh, about the size of ordinary granulated sugar, have been prepared.

In Table 1 are shown typical values of the important operating variables of the continuous evaporator, for the three different feed compositions studied.

TABLE I

Typical operating conditions of mechanically-agitated thin-film evaporator when dehydrating honey

| Operating variable   | Feed composition (solids basis) |           |             |
|--|---------------------------------|-----------|-------------|
|  | Pure honey                      | 1/2 Honey | 1/2 Sucrose |
| Brix (% solids) in feed.....                               | 83                              | 78.5      | 78.6        |
| Feed rate, lb solids per hour.....                         | 30                              | 30        | 30          |
| Feed temp at evap'r inlet, °F.....                         | 128                             | 128       | 130         |
| Abs pres in evap'r, inches Hg.....                         | 1.16                            | 2.00      | 2.85        |
| Boiling point of water, °F, corresponding to abs pres..... | 84                              | 101       | 113         |
| Steam on evap'r jacket, psig.....                          | 9.8                             | 13.1      | 10.3        |
| Steam on evap'r jacket, °F.....                            | 239                             | 240       | 240         |
| Product temp leaving evap'r, °F.....                       | 238                             | 241       | 234         |
| Boiling point rise in product, °F.....                     | 154                             | 140       | 121         |
| Moisture content of product, %.....                        | 0.80                            | 0.97      | 1.00        |
| Rotor rpm .....  | 1060                            | 1100      | 1060        |

To provide added protection against caking during storage, an envelope containing desiccant is packaged with the product. This envelope is made of a tough creped kraft paper which is vapor-permeable but dust-tight. It contains granulated calcium oxide in amount equal to about 5% of the weight of the dried honey. The desiccant maintains a very dry atmosphere within the container and over an extended time gradually lowers the moisture content of the product. As discussed under Storage Tests below, the presence of the desiccant raises appreciably the temperature which the material can withstand without caking. Thus its use, while not mandatory, is desirable.

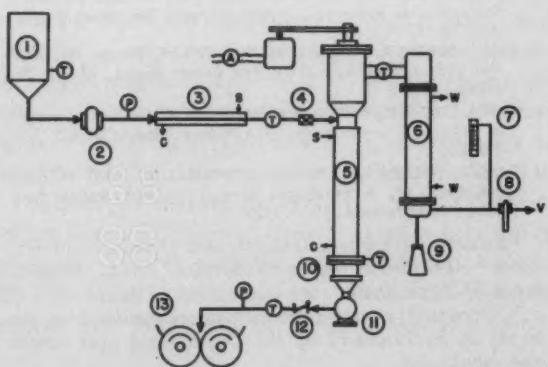


Figure 2. Flowsheet and diagram of apparatus. 1, feed tank; 2, feed pump; 3, feed preheater; 4, back pressure valve; 5, evaporator; 6, condenser; 7, absolute pressure manometer; 8, vacuum regulator; 9, condensate receiver; 10, sightglass; 11, product pump; 12, check valve; 13, chilling rolls. T, thermometer or thermocouple; S, steam; C, condensate; W, water; V, vacuum source; A, ammeter; P, pressure gage.

## Feed Material

Several different types of honey were dried, including bakers' amber, white alfalfa-sweet clover, and fancy clover (table-grade white). These were dried in the pure state and also with added sucrose. Added sucrose was found to give a more brittle product possessing greater resistance to caking. Sucrose was added before drying in the form of a syrup of about 70° Brix. All of the honeys dried, pure and with added sucrose, handled satisfactorily in the equipment.

## Organoleptic Evaluation of Product

The dried honey from several of the runs was reconstituted with water back to its original solids content, and taste tested against the original liquid honey by a panel of thirteen to eighteen tasters. The reconstituted product was found to be very similar in flavor to the original honey, and was rated only slightly below the original in acceptability. Aroma of the re-constituted honey was a little weaker than the original. With the table-grade dried honey, a few of the tasters detected a trace of heat-developed flavor which they considered as not objectionable.

Color of the honey did not change significantly on drying. The pure bakers' amber honey had Pfund color readings of 92 mm and 94 mm before and after drying, respectively. The pure, white alfalfa-sweet clover honey had readings of 24 and 32 mm Pfund, both of these readings being in the "white" class.

## Storage Tests

A number of tests were run to determine the stability of the dried products during storage. Flavor and color of the dried honeys showed no appreciable change after a year's storage at room temperature. Caking of the dried products, however, did occur under some conditions. The dried honey is a thermo-plastic material, and if stored at sufficiently high temperature it will soften and may cake.

For the caking tests, samples were run at least in duplicate. Containers used included one- and two-quart Mason jars and No. 10 cans. In evaluating the samples after storage, caking was considered not significant if any lumps present could easily be broken apart by brief light shaking, or by applying a light direct pressure, or if they constituted only a very small percentage of the total sample.

When caking did occur under a given set of conditions, it usually took place within from one to ten days. Where significant caking did not occur, the sample was held under the test conditions for at least two months.

The results of the caking storage tests are summarized in Table 2. The temperatures shown are approximate, in that other variables besides those listed also affect caking. For example, the greater the depth of material in the container, the greater the tendency to cake. The depth of material used in these tests was about six inches. Depths appreciably greater (say twice as much) would probably lower temperature limits slightly.

TABLE 2

Approximate temperature limits for storage of dried honeys without objectionable degree of caking<sup>1</sup>

| Type of honey                   | Per cent added sucrose | Particle size | Without desiccant | With desiccant | Approx temp limit for storage without objectionable caking, ° F |
|---------------------------------|------------------------|---------------|-------------------|----------------|---|
| Bakers' amber                   | 0                      | 2-mesh        | 75                | 85             | 85  |
|                                 | 0                      | -4-mesh       | 75                | 85             | 85  |
|                                 | 33                     | -4-mesh       | 85                | 95             | 95  |
|                                 | 33                     | -20-mesh      | ...               | 93             | 93  |
|                                 | 50                     | 2-mesh        | ...               | > 100          | > 100   |
| White, alfalfa-sweet clover     | 50                     | -20-mesh      | ...               | > 100          | > 100   |
|                                 | 0                      | -4-mesh       | 85                | 85             | 85  |
|                                 | 33                     | -4-mesh       | 85                | 95             | 95  |
| Fancy clover, table-grade white | 33                     | -20-mesh      | ...               | 85             | 85  |

<sup>1</sup> Limits shown approximate only. Caking affected also by depth of materials, time at temperature, mechanical agitation, dusting additives.

Conversely, shaking or mechanical handling reduces the chances of caking. Caking takes time, sometimes weeks, and shaking by redistributing the particles breaks apart any incipient points of coherence that have already formed between adjacent particles. Thus it extends the time that the material remains free-flowing.

As shown by Table 2, the addition of sucrose has a marked effect in increasing the resistance to caking. The presence of packaged desiccant likewise raises appreciably the temperature which the material can withstand without caking. The effect of 1% of starch when added to the dried product as a dusting agent was to increase the resistance to caking only slightly. Other dusting agents, such as calcium stearate for example, might prove to be more effective although their use has not been studied.

If it were desired to eliminate the packaged desiccant, the product containing 50% sucrose and 50% honey solids would probably store satisfactorily without desiccant at temperatures up to 90–95° F.

## Acknowledgment

The authors wish to thank Dr. Jonathan W. White, Head, Honey Investigations at the Eastern Regional Research Laboratory, for his very helpful cooperation and counsel.

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<sup>a</sup> Eastern Utilization Research and Development Division, Agricultural Research Service, U. S. Department of Agriculture.

<sup>b</sup> Reference to certain products or companies does not imply an endorsement by the Department over others not mentioned.

<sup>c</sup> Individual manufacturers should consult the Food and Drug administration, Washington 25, D. C., and the Food and Drug officials of the individual states involved, to determine if the use of any proposed additive is permissible, and if so, what limitations are placed on its use.



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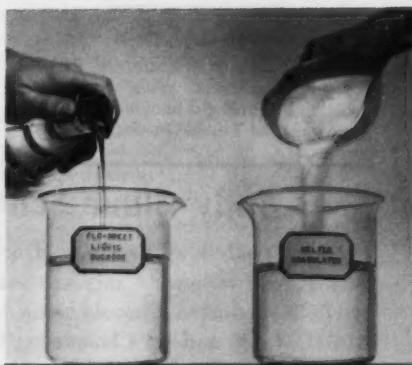
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The MANUFACTURING CONFECTIONER'S

# Candy Clinic

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANUFACTURING CONFECTIONER.

## Uncoated and Summer Coated Bars

### Code 9A60

Summer Coated Mint Chocolate  
Paste  
1 lb.—98¢

(Purchased in a department store,  
Chicago, Ill.)

Sold in Bulk Container: Folding box, two layer type. Printed in pink and black. Imprint of candy maker and stove. Coating: Green colored summer coating: good. Center: Color: Good. Texture: Good. Mint Flavor: Good. Remarks: A very good eating summer confection.

### Code 9H60

Butter Mints  
12 ozs.—\$1.00

(Sent in for analysis)

Appearance of Package: Good

Container: Round tin, printed in red, green, black and pink. Imprint of Dutch boy and girl in colors.

Appearance of Tin on Opening: Good

Mints: Good

Colors: Good

Texture: Good

Butter Flavor: Good

Mint Flavor: Good

Remarks: One of the best butter mints we have examined this year. Slightly high priced for 12 ozs. at \$1.00.

### Code 9I60

Assorted Summer Coated Candies  
½ lb.—80¢

(Purchased in a retail candy shop,  
Chicago, Ill.)

Appearance of Box: Good

Container: Oblong box, one layer type, orange colored paper top printed in a large number of colors. Imprint of fruits in color. White paper wrapper, overall printed in blue, tied with blue twine.

Appearance of Box on Opening: Good

Number of Pieces: 21

Coating: Good

Centers:

Molasses Honeycomb: Good

Pink Cream: Could not identify flavor.

Mint Cream: Good

Caramel & Pecan Center: Good

Nut Nougat: Good

Chocolate Nut Nougat: Good

Coconut Cluster: Good

Vanilla Caramel: Good

Dark Cream: Hard and dry

Lemon Cream: Weak flavor

Coconut Cream: Good

Orange Cream: Weak flavor

Mint Honeycomb: Good

Assortment: Good

Remarks: Highly priced at 80¢ the half pound. Suggest some of the flavors be checked as they were very "weak".

### Code 9G60

Assorted Jellies  
½ lb.—30¢

(Purchased in a chain variety store,  
Chicago, Ill.)

Sold in Bulk:

Jellies:

Colors: Good

Texture: Good

Flavors: See remarks.

Remarks: Confection is more like a soft gum drop than a jelly. Could not taste any flavors. All we could taste was acid.

### Code 9D60

Nut Roll

1½ ozs.—5¢

(Purchased in a chain drug store,  
Chicago, Ill.)

Appearance of Bar: Good

Size: Good

Wrapper: Glassine wrapper printed in red, white and blue.

Bar:

Peanuts: Good

Coating: Good

Center:

Color: Good

Texture: Good

Taste: Good

Remarks: One of the best 5¢ nut rolls we have examined this year.

## Candy Clinic Schedule For the Year

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Chewy Candies; Caramels; Brittles

MARCH—Assorted Chocolates up to \$1.15

APRIL—\$1.20 and up Chocolates; Chocolate Bars

MAY—Easter Candies; Cordial Cherries

JUNE—Marshmallows; Fudge

AUGUST—Summer Candies

SEPTEMBER—Uncoated & Summer Coated Bars

OCTOBER—Salted Nuts; Gums & Jellies

NOVEMBER—Panned Goods; 1¢ Pieces

DECEMBER—Best Packages and Items of Each Type Considered

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**Code 9E60**

**Chewy Nut Nougat Bar  
1 3/16 ozs.—5¢**

(Purchased in a chain variety store,  
Chicago, Ill.)

**Appearance of Bar:** Good

**Size:** Good

**Wrapper:** Wax paper wrapper printed in  
red, white and blue.

**Bar:**

**Color:** Good

**Texture:** Good

**Taste:** Good

**Remarks:** The best bar of this type we  
have examined this year.

**Code 9F60**  
**Candy Counter Refills**  
**2 ozs.—10¢**

(Purchased in a chain variety store,  
Chicago, Ill.)

**Appearance of Package:** Good

**Container:** Cellulose bag, paper clip on  
top printed in yellow, blue and red.  
**Piece:** Piece is a very small sugar ball,  
panned.

**Colors:** Good

**Finish:** Fair

**Texture:** Good

**Flavors:** Fair

**Panning:** Good

**Remarks:** Suggest flavors be checked as  
they are not up to standard.

**Code 9J60**  
**Chocolate Covered Marshmallows**  
**6 1/2 ozs.—49¢**

(Purchased in a chain drug store,  
Chicago, Ill.)

**Appearance of Package:** Good

**Container:** Folding oblong box, win-  
dow on top, printed in orange, brown  
and white. End pack; divider in cen-  
ter.

**Marshmallows:** 10 pieces.

**Coating:** Dark; Good

**Color:** Good

**Strings:** Good

**Gloss:** Good

**Taste:** Good

**Center:**

**Color:** Good

**Texture:** Very tough.

**Taste:** Fair

**Remarks:** Very cheap, tough marsh-  
mallows. At this price, a very fine marsh-  
mallow can be made.

**Code 9K60**  
**Summer Chews**  
**1/2 lb.—33¢**

(Purchased in a department store,  
Chicago, Ill.)

**Sold in Bulk:**

**Pieces:** Pieces are wrapped in cellulose.

**Colors:** Good

**Texture:** Good

**Flavors:** Poor

**Remarks:** Flavors are not up to stand-  
ard. Chews are highly priced at 33¢  
for the half pound.



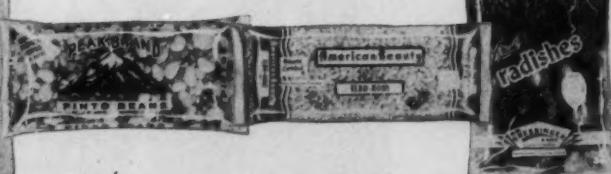
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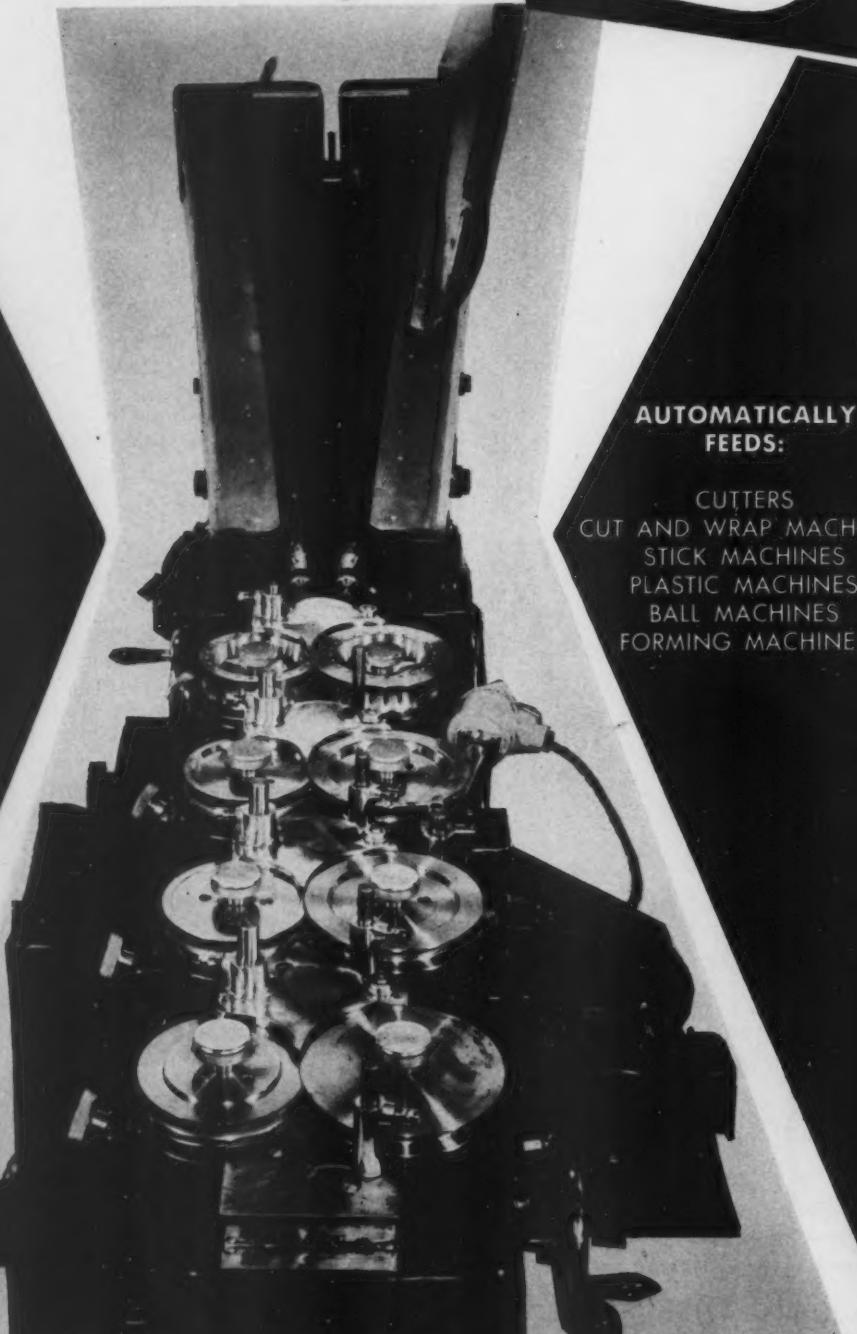
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**Code 9L60**  
**Assorted Chocolates**  
1 lb.—\$1.45

(Sent in for analysis)

**Appearance of Package:** See remarks  
**Container:** Long, oblong box, one layer type. Brown paper top, name printed in dark brown and green. Imprint of colonial tavern in dark brown. Cellulose wrapper.

**Appearance of Box on Opening:** Good  
**Number of Pieces:**

Dark Coated: 19  
Light Coated: 14  
Gold Foiled: 1

**Coatings:**

Colors: Good  
Gloss: Good  
Strings: Good  
Taste: Good

**Dark Coated Centers:**

Pink Cream: Could not identify flavor.  
Vanilla Nut Caramel: Good  
Opera Cream: Good  
Hard Candy Blossom: Good  
Nut Cream: Good  
Buttercream: Good  
Chips: Good  
Coconut Paste: Good  
Chew: Good  
Chocolate Buttercream: Good  
Orange Colored Cream: Very little flavor.

**Light Coated Centers:**

Almond Cluster: Good  
Vanilla Nut Caramel: Good  
Pink Nut Nougat: Good  
Chocolate Paste: Good  
Nut Crunch: Good  
Raisin Cluster: Good  
Buttercream: Good  
Vanilla Nut Cream: Good  
Nougat: Good  
Cashew Nut Cluster: Good  
Foiled Cordial Cherry: Good

**Assortment:** Good

**Remarks:** Very good eating chocolates, well made and of good quality. Suggest some of the flavors be checked as they were not up to standard. Suggest a brighter box top. There are some very bright and attractive box tops on the market today in this price field for assorted chocolates. A more attractive box top, we feel sure would improve the sales.

All subscribers are entitled to send samples of their candy to the Candy Clinic for analysis and report. Address duplicate samples, with approximate retail price, to The Candy Clinic, c/o The Manufacturing Confectioner, 418 N. Austin Blvd., Oak Park, Illinois.

**Code 9B60**  
**Coconut Paste Bar**  
1½ ozs.—5¢

(Purchased at an elevated station, Chicago, Ill.)

**Appearance of Bar:** Good

**Size:** Good

**Wrapper:** Cellulose wrapper printed in red and white.

**Coconut Bar:**

Colors: Good  
Texture: Good  
Taste: Good

**Remarks:** The best bar of this kind we have examined this year.

**Code 9C60**  
**Salted Peanut Roll**  
2½ ozs.—10¢

(Purchased in a chain drug store, Chicago, Ill.)

**Appearance of Bar:** Good

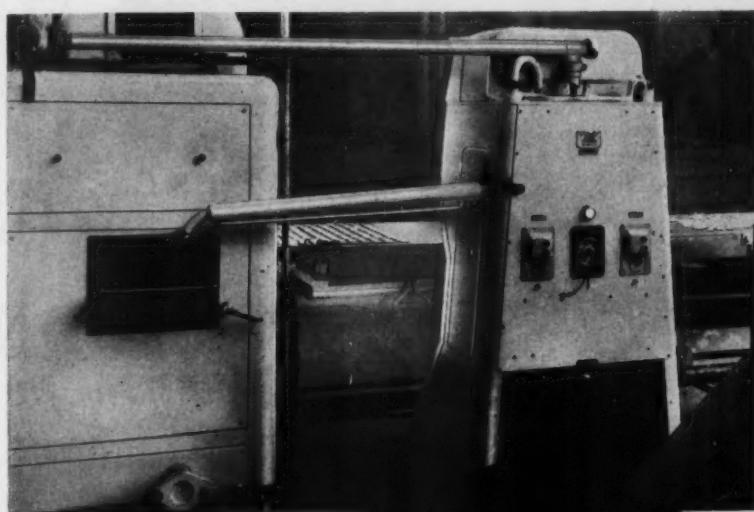
**Size:** Good

**Wrapper:** Amber colored cellulose, printed in red and white.

**Bar:**

Caramel: Good  
Peanuts: Good  
Center: Good

**Remarks:** A very good eating nut roll. Salting of peanuts improves the taste of the bar.



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reputation of your company . . . simply,  
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**Code 9M60**  
**Hard Candy Toys**  
**1 lb.—79¢**

(Purchased in a food shop,  
Chicago, Ill.)

**Appearance of Package:** Good

**Container:** Oblong box, white, folding window. Box is printed in red and green. Cellulose wrapper.

**Toys:** Toys are made in hard candy clear toy molds.

**Colors:** Good

**Texture:** Good

**Flavors:** Good

**Molding:** Good

**Remarks:** All pieces lacked good flavors.

**Code 9N60**  
**Summer Assortment Of Caramel & Nougat**  
**1 lb.—\$1.25**

(Sent in for analysis)

**Appearance of Package:** Good

**Container:** Oblong box, one layer type. White embossed paper top, name printed in brown. Cellulose wrapper.

**Appearance of Box on Opening:** Good

**Number of Pieces:**

Nut Nougat: 10, wax paper wrappers  
Assorted Caramels: 20, cellulose wrappers.

Summer Coated Pieces: 4

**Nougat:**

**Colors:** Good

**Texture:** Good

**Flavors:**

Green: Good

Pink: Poor

Licorice Caramels: Good

Vanilla Caramels: Good

Vanilla Nut Caramels: Good

Chocolate Caramels: Good

White Summer Coated Vanilla Caramels: Good

**Assortment:** Good for this type of confection.

**Remarks:** Suggest flavors be checked up in the pink nougats as they were not up to standard. Suggest a good Roman punch flavor be used in the pink nougat. Highly priced at \$1.25 the pound. If the price is going to stay at \$1.25 the pound, suggest more nut meats be used in the nougat and in the chocolate caramels.

**Code 9P60**  
**Butter Puffs**  
**5 ozs.—29¢**

(Purchased in a food shop,  
Chicago, Ill.)

**Appearance of Package:** Good

**Container:** Polyethylene bag printed in brown and yellow.

**Puffs:**

**Color:** Good

**Texture:** Good

**Flavor:** Good

**Remarks:** The best puffs we have examined this year at this price. Well made and good eating.

**Code 9Q60**  
**French Creams**  
**12 ozs.—29¢**

(Purchased in chain grocery store,  
New York Metropolitan area)

**Appearance of Package:** Good

**Container:** Folding box printed in blue, red and white. Imprint of Santa Claus in color. Window on top.

**Creams:**

**Colors:** Good

**Molds:** Good

**Crystal:** Good

**Flavors:** Good for this priced confection.

**Remarks:** The best French creams we have examined this year. Well made and good eating.

**Code 9R60**  
**Malted Milk Crunch**  
**7½ ozs.—39¢**

(Purchased in a chain grocery store,  
Oak Park, Ill.)

**Appearance of Package:** Good

**Container:** Long oblong box, gold foil wrapper printed in red, brown, blue and wine. Imprint of piece in brown.

**Appearance of Box on Opening:** Good

**Piece:** Piece is a round chocolate wafer containing small pieces of malted milk.

**Chocolate:** Good

**Texture:** Good

**Malted Milk:** Good

**Taste:** Good

**Remarks:** Should be a good seller at 39¢. Very attractive wrapper.

# CONFECTO-SPRED

Registered Trade Mark

## VEGETABLE OIL RELEASING COMPOUND

Used Nationally for Over 5 Years

with Perfect Results

For Cooling Slabs—Band Ovens

Belts—Trays—Transfer Pans

★ Contains no mineral oil

★ Does not turn rancid

★ Thin films give perfect release

★ Economical to use

★ Easily applied—Can be sprayed

★ Stable at high temperatures



INTERNATIONAL FOODCRAFT CORP.  
184 NORTH 8th ST., BROOKLYN 11, NEW YORK



**① HERMETICALLY HEAT-SEAL FILMS AND FOILS**

**② HEAT, GLUE and/or CRIMP SEAL OTHER MATERIALS**

**PROTECT WITH ANY OF THESE WRAP MATERIALS:—**

GLOSSINES, WAX PAPERS, FOILS,  
CELLOPHANE, POLYETHYLENE  
AND OTHER PLASTIC FILMS  
ON THE AUTOMATIC . . .

F M C  
**Campbell**  
WRAPPER

- Wrap up to 300 single or multiple product units per minute
- Wrap products of most any shape
- Wrap hard, soft, crisp or fragile candies without crush or breakage
- Save labor with 1 person operation
- Wrap piece candies with bag-like appearance for rack selling
- Use no boards, trays or stiffeners — unless desired
- Save wrap materials — seal without costly oversize seam laps



*Putting Ideas to Work*



**FOOD MACHINERY AND CHEMICAL CORPORATION**

**FMC Packaging Machinery Division**  
Hudson-Sharp Machine Company

1201 MAIN STREET • GREEN BAY, WISCONSIN

## NEWSMAKERS

Elmer Derby of Wilbur Chocolate Company died on July 8th at Braintree Highlands, Massachusetts. Mr. Derby had been employed by Walter Baker for many years before joining Wilbur Chocolate seven years ago.

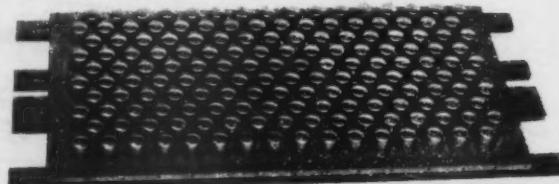
Ambrosia Chocolate Company has added a new stainless steel tankwagon to its fleet for delivery of coatings. The tankwagon has a total capacity of 40,000 pounds and has two compartments allowing delivery of 20,000 pounds each of two different coatings or 40,000 pounds of one type coating. The tankwagon features a new electrically powered and controlled pump which speeds unloading time.

A. E. Staley Manufacturing Co. has named Richard E. Schuman manager of operations and planning in the research division. Mr. Schuman joined Staley in 1951 as a chemical engineer.

Corn Products Company has elected William T. Brady chairman of the board and chief executive officer. Mr. Brady has been president of the company since 1956. John R. Rhamstine, executive vice president, has been elected president of the company. Other changes at Corn Products include appointment of E. Carl Snyder as manager of sales-service for the industrial division and Edward W. Beardsley as southern regional vice president of the Industrial Division. Thomas A. Bruce, formerly sales-service manager of the Industrial Division, has returned to the west coast as assistant western regional manager. He had previously been technical sales representative in California, Oregon and Washington.

The Bauer Bros. Co., Springfield, Ohio, has announced that A. H. Selzer, Inc., 4401 South Western Boulevard, Chicago, will handle the sales and servicing of Bauer nut processing equipment on an exclusive basis in Illinois, Wisconsin, Minnesota, North and South Dakota, Nebraska, Kansas, Iowa, Missouri and Tennessee.

Sterwin Chemicals, Inc. has appointed Melvin R. Ander technical sales representative assigned to the company's Evanston, Illinois office. Mr. Ander was with Durkee Famous Foods and Magnus, Mabee and Reynard before joining Sterwin.



**ALUMINUM CANDY MOULD PATTERNS**  
for use with mogul starch equipment

We are now using the new hard burnished finish which eliminates the break-in period. They pay for themselves in a few weeks.

**CINCINNATI ALUMINUM MOULD CO.**

Dept. M, 1834 Dana Ave., Cincinnati 7, Ohio

**Howard T. Tamillow**, formerly with the Farley Manufacturing Company, has been named salesman for **Magnus, Mabee and Reynard**, in the firm's Chicago offices.

**Burrell Belting Company** has announced changes in sales personnel including a move to the eastern territory for **Jere Potter** currently headquartered in Cleveland, Ohio, the appointment of **Peter Stephens** to cover the midwestern territory, and of **James Dickerson** to cover the southern territory. Mr. Stephens will work from Parma, Ohio and Mr. Dickerson from Chattanooga, Tennessee.

**Charles H. Meek and Schwiek-Gronberg Company**, both candy brokerage organizations in the Chicago area, have joined to form the **Meek-Gronberg Company**.

Leading candy manufacturer in 48 countries have found through consistent use that HYFOAMA is the most effective and trouble-free whipping agent for regular production purposes.

Hyfoama D.S. is also preferred because of its cost, since 1 pound of Hyfoama D.S. replaces at least 2 pounds of egg albumen.

HYFOAMA is sold all over the world by giving service to candy manufacturers: working out formulas and production methods on present and new items, giving demonstrations and other types of service; all free of charge.

Technicians from candy factories of many countries come to the candy application laboratory of the Hyfoama factory in Holland where they work out their own problems and new developments.

Please ask either of our importers, O. J. Weeks or Rich-Moor for samples of Hyfoama, formula booklets and candy samples. . . .

**American Molasses Company** has announced the acquisition of Lanco Products Corp. and its wholly-owned subsidiary, American Breddo Corp. Products of the companies include emulsifiers, stabilizers, rye sours and related products for the baking, ice cream and dairy industries.

**Walter W. Zittel, Jr.** has been appointed production manager of the **Merckens Chocolate Company**, division of Consolidated Foods Corporation. Mr. Zittel moves to the Buffalo firm from Hershey, Pa., where he was manager of operations for the King Kup Candy Co.

**U. S. Industrial Chemicals Company** will double its capacity for polyethylene production at its Houston, Texas plant. The new installation will establish U.S.I. as the second-largest producer of polyethylene in the world.

**Distributors:**

O. J. WEEKS CO., INC.  
44 North Moore Street, New York 13, N.Y.

RICH-MOOR CORP.  
618 North Robertson Blvd., Los Angeles, California

Manufacturers: LENDERINK & CO. NV 20 Westerkade, Schiedam, Holland

The newest and most advanced

## CHOCOLATE MELTING AND TEMPERING MACHINE



### BUILT BY LOW & DUFF OF SCOTLAND

- Jacket with copper steam coil or electric heaters.
- All inside surfaces machined and polished.
- Open gate, single, or double paddle stirrers.
- Motorized with electric interlock of lid.
- 50 lbs. to 4000 lbs. batch capacity sizes.

Ask for detailed illustrated and descriptive pamphlet

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P.O. BOX 54, STATION Q, TORONTO 7, ONTARIO

### ALWAYS AT YOUR SERVICE

In Cocoa Since 1899

### EMIL PICK CO. COCOA BROKERS

80 WALL ST.

NEW YORK, N. Y.

Bowling Green 9-8994

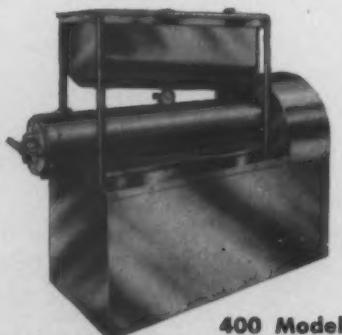
COCOA BEANS - COCOA BUTTER

Cocoa and Chocolate Products

### The INSTANT and CONTINUOUS FONDANT MACHINE

Now in its fifteenth year!

15 years of serving and proving that the Instant and Continuous way is the best way, the most modern way to make finer and smoother fondant. For information mail the coupon today.



400 Model

#### CONFECTION MACHINE SALES CO.

407 S. DEARBORN ST., Chicago 5, Ill.

Please send information on the Master Model and the new "400" model, to

Name \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



Printed  
cellophane  
bag

## How printed cellophane can help you sell more candy next Easter

**The man to see:** Your Du Pont Authorized Converter. He's a master of holiday packaging designs that will get better display for your product . . . more sales . . . and bigger profits. He'll show you how sparkling overwraps of printed cellophane dress up your package for Easter sales . . . remove easily for post-Easter selling.

No other packaging material gives you so many advantages for Easter packaging: Crystal-clear transparency . . . superior protection . . . adaptability to almost any package construction (overwrap, bag or direct wrap) . . . and efficient, high-speed machine handling. All add up to the best package at the lowest cost. So see your Authorized Converter now and get your package in an Easter selling mood. E. I. du Pont de Nemours & Co. (Inc.), Film Department, Wilmington, Del.



Complete  
overwrap

**Mr. Lloyd B. Sheetz**, Dir. of Sales, Curtiss Candy Co., Chicago, says: "You just can't beat printed cellophane for holiday packaging. It's so adaptable . . . economical . . . makes bright, sparkling packages that pull in plenty of extra sales!"



The package above has a removable band. It can be stripped off after Easter . . . eliminates out-of-date stock . . . gives retailers an extra reason for preferring to stock your brand.

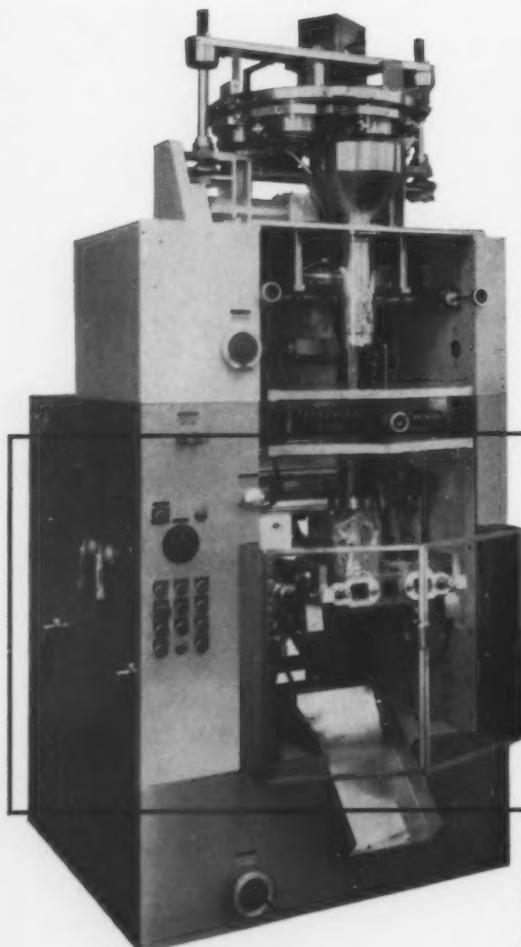
**DU PONT**  
REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY

**DU PONT**  
cellophane

# 10 BIG REASONS

## why profitable candy packaging starts with the Transwrap S-750



- **Up to 75 bags a minute.** Convenient handwheel regulates speed from 25 to 75 bags per minute.
- **Modern push-button controls.** Centralized controls provide utmost convenience, simplified operation.
- **Wide size range.** Forms bags 3" to 15" long, 2" to 8½" wide. Bag change-over time reduced to less than 15 minutes.
- **No oiling of drive unit.** Sealed ball and roller bearings in central drive unit require *no lubrication*.
- **¼" Impulse sealing.** Save on material with the new, improved impulse end seal. Wire cut-off makes clean, consistent  $\frac{1}{8}$ " end seals.
- **Fully-protected electrical controls.** Dust and waterproof panel houses all electrical controls, makes cleaning easier and faster, reduces maintenance.

### EXCLUSIVE FEATURES

- **Completely new modern design.** Styled by Peter Muller-Munk Associates, foremost industrial designers.
- **Fastest drawbar action.** New linear, crank-operated drawbar, spring counterbalanced for longer life, speeds bag forming.
- **New paper feed.** Unique pre-feed roll arrangement eliminates drawbar pull and film stretching.
- **New plug-in end seal assembly.** The only machine to offer fast, easy change-over of sealing mechanism for different types of film.

All-new engineering, performance, and appearance make the Transwrap S-750 the most advanced bag forming, filling, and closing machine you can buy. The S-750 runs polyethylene and all other flexible, heat-sealable materials, is especially adaptable to pouch packaging of frozen vegetables and candy products. Get all the facts on how the Transwrap S-750 will help you increase your profits. Call your PACKAGE Sales Representative today.

**PACKAGE**

**PACKAGING IS PART OF YOUR PROFIT PICTURE**

**PACKAGE MACHINERY COMPANY, EAST LONGMEADOW, MASS.**

NEW YORK • PHILADELPHIA • ATLANTA • BOSTON • CLEVELAND • CHICAGO • KANSAS CITY  
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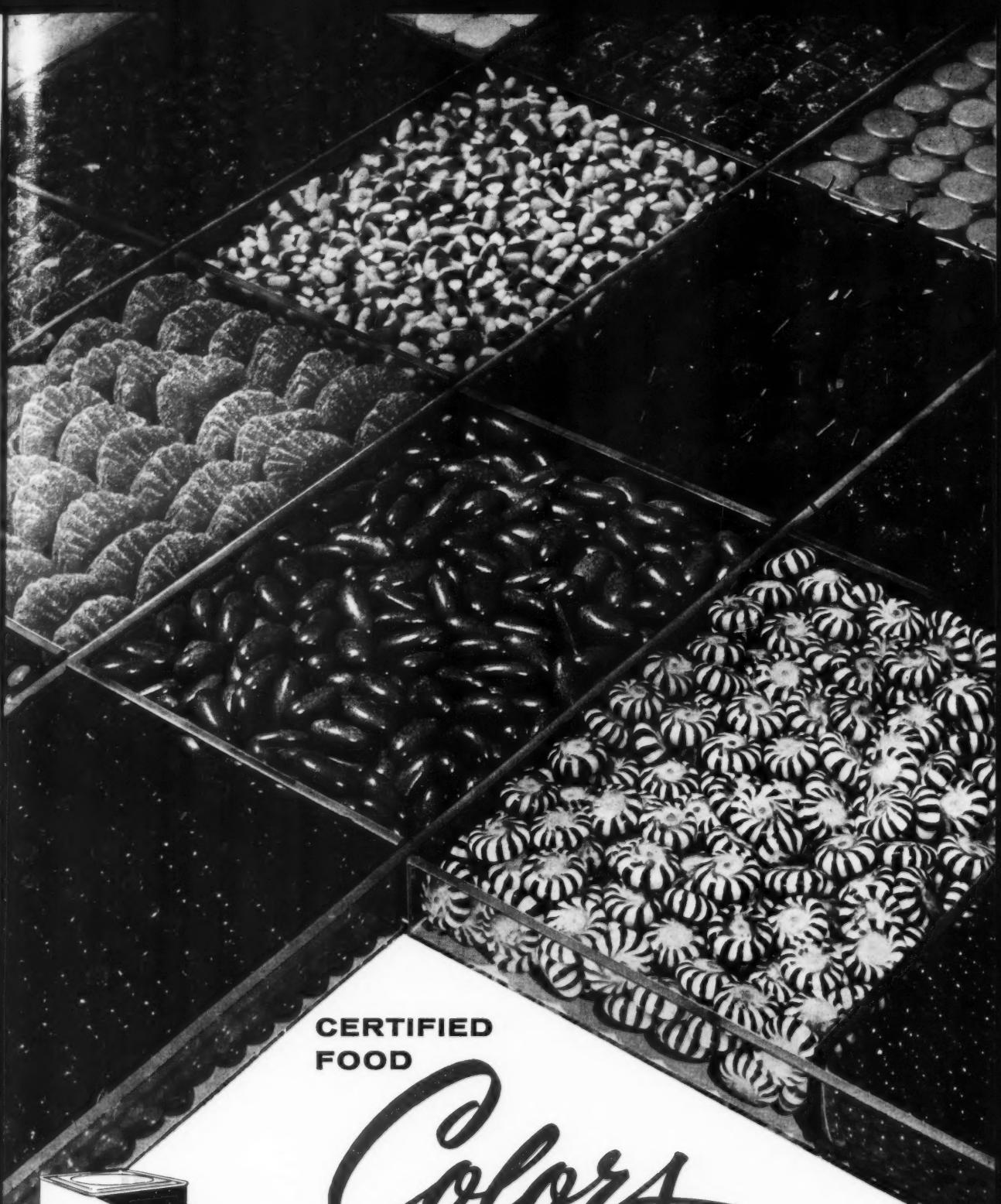
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**CERTIFIED  
FOOD**

*Colors*



Whatever confections you produce, make them more brightly attractive, keenly tempting with Red Seal Colors—famous for exceptional brilliance, purity, uniformity. Warner-Jenkinson's know-how and facilities are at your service. Write in confidence.

**WARNER-JENKINSON MANUFACTURING CO.**

*Manufacturers of Certified Food Colors, Vanillas, Extracts, Flavors*

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West Coast: 2515 Southwest Drive, Los Angeles 43, Calif. • Warehouses: Boston, Jersey City, Atlanta



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RESINOUS GLAZE  
FOR YOUR

# PANNED CANDY

Zinsser provides you with more than "just another shellac glaze." Our experience, skill, research and technical facilities enable us to work constructively with your staff to select the glaze that will most nearly meet your requirements. From cream work to gum candies, there's a Zinsser glaze to meet every confectionery need.

**REGULAR** — full-bodied, opaque, creamy solution. Gives a clear film.

**REFINED** — wax-free, transparent, amber-colored solution. Gives a crystal clear film, has lower viscosity than **REGULAR**. **ORANGE** — color of conventional liquid orange shellac. For use on dark chocolate panned goods.

Available in 3-, 4-, or 5-lb. cuts with 28.8%, 34.9% and 39.9% dry solids respectively, or special formulae. Shipped in double-coated, lined, 55-gallon net, steel drums or 5-gallon pails equipped with flexible plastic spout. For samples and further information, write

ZINSSER QUALITY  
CONTROLLED  
GLAZES ASSURE—  
smoothness of film  
... freedom from  
residual odor ...  
consistent viscosity  
for uniform  
holdout ... excellent  
color retention ... purity ...  
uniform wax dispersion.



**WM. ZINSSER & CO.**

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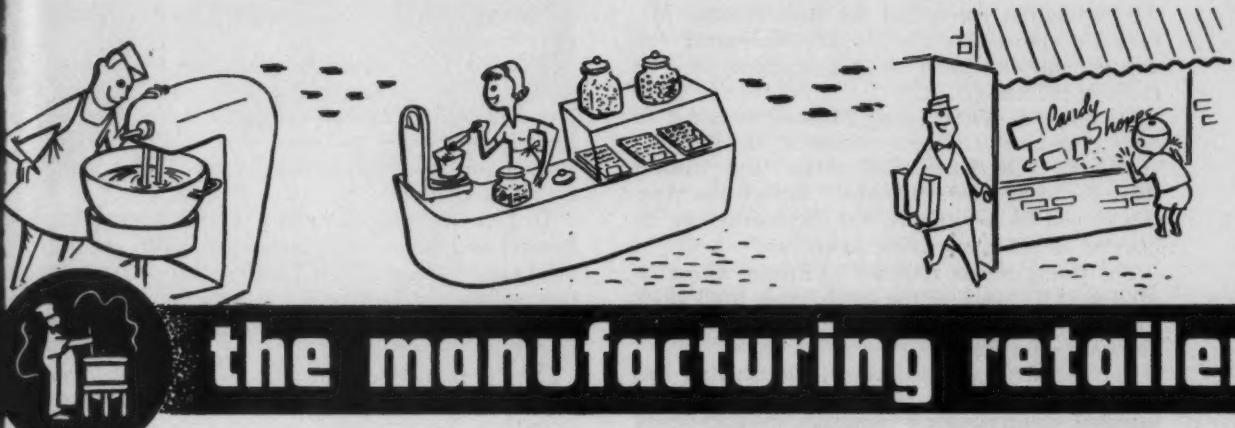
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## the manufacturing retailer

# From Greece to Glens Falls

A retail manufacturer who has worked in his native Greece and in Russia has been operating successfully for forty years in Glens Falls, New York.

**A**t least three generations of Glens Falls, N. Y., residents have licked their lips over the delicious and varied home-made candies of Michael Pissare in the past 40 years.

The candy-maker notes with rightful pride that he has been in business, without interruption, at the very same location on Glen St., in the heart of the business section of Glens Falls, for the past 40 years. Although he has not attempted to verify his facts, he ventures a guess that "this may well be one of the oldest shops of its kind in the country, at least in point of years at the same site. And I still make most of my candies today exactly as I did when I first came here."

Born in the Isle of Kos in the Aegean Sea between Greece and Turkey, Michael Pissare was one of eight children born to farm parents. His father's chief crops were wheat and grapes.

But farming was of little interest to young Michael. After working steadily on the family farm while attending the local schools, the young man finally "became so disgusted with the farm, I ran away when I was 17."

And "away" meant traveling to Smerna, Turkey, where he found work in small restaurants. After

some three years spent in this fashion, the ex-farm-boy sought more lucrative pastures. Thus, in 1905, he journeyed to St. Petersburg, now Leningrad, Russia. Obviously, this is where fate had intended him to go from the start, for he found work quickly in a candy store.



The cooking completed, Manuel and Mike Pissare pour caramel onto a steel cooling slab in their well-equipped kitchen.

A family-run enterprise, the store became Mr. Pissare's classroom. The owners welcomed the young man with great delight, teaching him all facets of the trade.

On July 15, 1909, young Michael returned to Greece to marry Calypie, whom he had first met at the St. Petersburg candy store. "She worked there for awhile," he explained, "in fact, the store was owned by her cousin. But she insisted we be married at her family home in Greece."

The young couple returned to Russia, where he continued his work in the candy store until 1913, when they returned to Greece. The following year he came to America.

For a short time, he stayed in Pittsburgh, Pa.,



Having set for some six hours or more, the caramel batter is ready to be "rolled" out into uniform squares.

then moved to New Castle, Pa., where he worked in a candy store for seven years.

Owner of the Pennsylvania store was John Manos, who also owned several other similar establishments in the East, including two in Glens Falls, N. Y.

"In 1920, he offered to sell me one of the Glens Falls stores," Mr. Pissare recalled, "so I came here, worked in the store two weeks and bought it." Pausing a moment, he added with a satisfied smile, "And I've never regretted my decision either."

"People have often asked me how I, a foreigner not only to Glens Falls but to America itself, could make such a decision so quickly. Why, it really was not so difficult and there was little actual risk involved. In those two weeks I worked here, I discovered immediately what a friendly, pleasant city Glens Falls was and how much its people of all ages enjoyed and recognized good candies. That was all I needed to know."

The original store was located on the exact spot where his present Sugar Bowl is situated, although Mr. Pissare has made considerable improvements and changes over the last four decades.

Despite these renovations, the atmosphere of old-world informality, cleanliness and cordial, personalized service still predominate. It seems incon-

ceivable to imagine commercialism ever replacing these features.

"When I first bought the place, we sold homemade candies, ice cream and fresh fruit," he said, "but only had about half the space we now have. In 1940, I doubled the store area, adding booths and eliminating the round marble tables with matching chairs."

To meet growing demands for ice cream, the Pissares erected a large building in 1953 on the outskirts of Glens Falls for the manufacture of this product for distribution to some 17 schools in the surrounding Warren, Washington and Saratoga Counties.

"We have provided about a quarter of a million servings of ice cream per year for the schools since then," he reported.

Candy-making is carried on at the Glen St. location, on the second floor above the candy store. Mr. and Mrs. Pissare and Manuel, their son, are all proficient in the art and each can make all the many kinds of candies with equal ease and skill.

The same processes Mr. Pissare learned back in his native Greece are still employed, although some are now made quicker and easier with the aid of modern equipment.

Only candies purchased from outside sources are bars and small boxed varieties.

In the Pissare's candy kitchen, main utensils include nine copper cooking kettles, ranging in capacity from three to 25-gallons. The Pissares use both a marble slab and a water-cooled steel slab.

Manuel explained that "there are some candies we must make on the slab. Marble still remains the best surface for our old-fashioned, hand-beaten cream fillings." The steel slab is used especially for the Pissare's creamy-smooth caramels, a popular store item the year around.

All hand-dipping work is usually done by Mrs. Pissare, a master at the task. For center-filling of their chocolates, the Pissares still employ the funnel method, which they believe is still the most satisfactory way of performing this job.

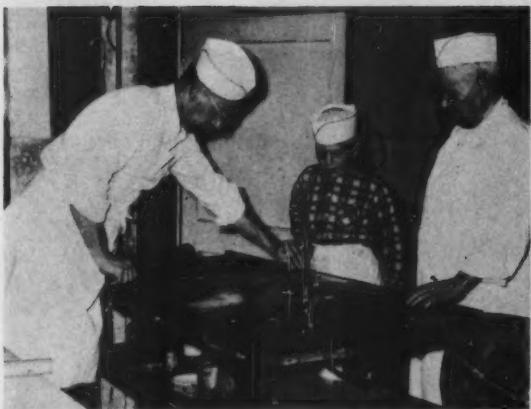
Other equipment includes an automatic hard-candy machine with metal 16-foot cooling conveyor, a mechanized ribbon-candy maker and some children-proven popular molds for Easter candy chocolates.

"We still make all our Easter candy of solid chocolate," Mr. Pissare declared, "although that's getting to be pretty rare these days, I guess."

Much of the candy produced daily is bagged or boxed for distribution in a 50-mile radius to numerous stores and other outlets, as well as to the aforementioned schools for daily cafeteria use, special parties and other events.

"We only make a few days' supply of each candy at a time, so it will always be fresh," Manuel emphasized. "And we usually make four or five varieties each day. This may range from five to 500 pounds per day, depending on the demand and the season."

And what trends have become evident over the years in the retail candy business? Chuckling, Mr. Pissare answered, "Well, for one thing, young men



Three Pissares adjust the metal bars on their steel cooling slab to assure uniform edges for a batch of caramels.

don't seem to think of taking a box of candy to their sweethearts anymore like they used to do years ago. But, then, I suppose they wouldn't dare today, with the way all girls are so concerned with calories and losing weight."

On the subject of individual candies, he noted, "Tastes of people have definitely changed. Forty years ago, hard candy, ribbon candy, horehound and licorice were by far the most popular. Today, it's all chocolate, without a doubt."

In the chocolate line, he cited chocolate pecan bars as the most consistent best-seller over the past 40 years.

Pissare's Sugar Bowl is ideally located insofar as the heaviest, steadiest customer-traffic of busy Glens Falls is concerned. Only a few paces from the main traffic intersection of the downtown business district, the candy store is a popular meeting place during the afternoon for office workers, as well as high school students from the nearby schools.

The shop itself is light and airy, with a relaxed, informal atmosphere whose note is set by the attitudes of the Pissare family themselves. No one feels a stranger for very long in The Sugar Bowl, for anyone of the three Pissares is always willing to stop and chat with a customer.

The Pissare's candies are displayed in neat rows in the store's long outside display window, as well as in a 10-foot long glassed display case near the front entrance.

All hand-made candies on sale at the store are available by the piece or the pound to meet the needs of the small fry trade as well as adults.

Michael, Calyopie and Manuel Pissare have made little effort over the past 40 years to operate a store which is as modern as tomorrow's styles. Rather, they have turned their efforts and concerns to the serious business of offering northern New York State residents just about the finest quality candies and ice cream possible.

And this interest in quality above all else has won for them the admiration, respect and patronage of discerning people the past four decades, proving that a modern store front does not make a reputable shop.



## People who use pecans for profit

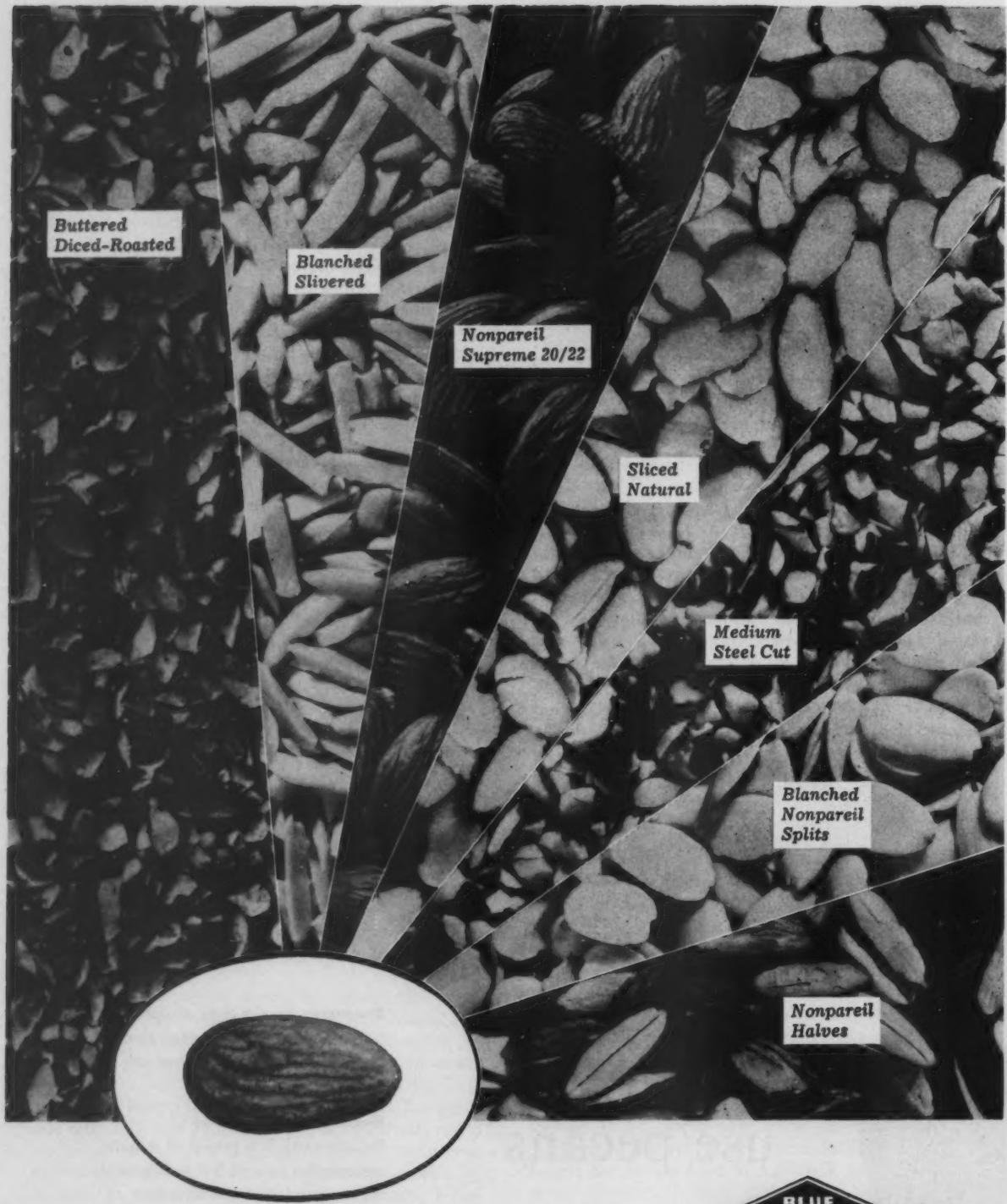
**Because:** they're high oil content pecans—bright, full-meated and firm, with the delicate flavor of freshly shelled pecans.

**Because:** every pound of Fleischmann's is a pound of quality pecans, the pick of the pecan meats, rigidly graded to specification.

**Because:** they're backed with the kind of service which has earned Standard Brands a prestige reputation in the food field.

# specify Fleischmann's *Fancy Pecans*

Standard Brands Incorporated—Branches in All Principal Cities



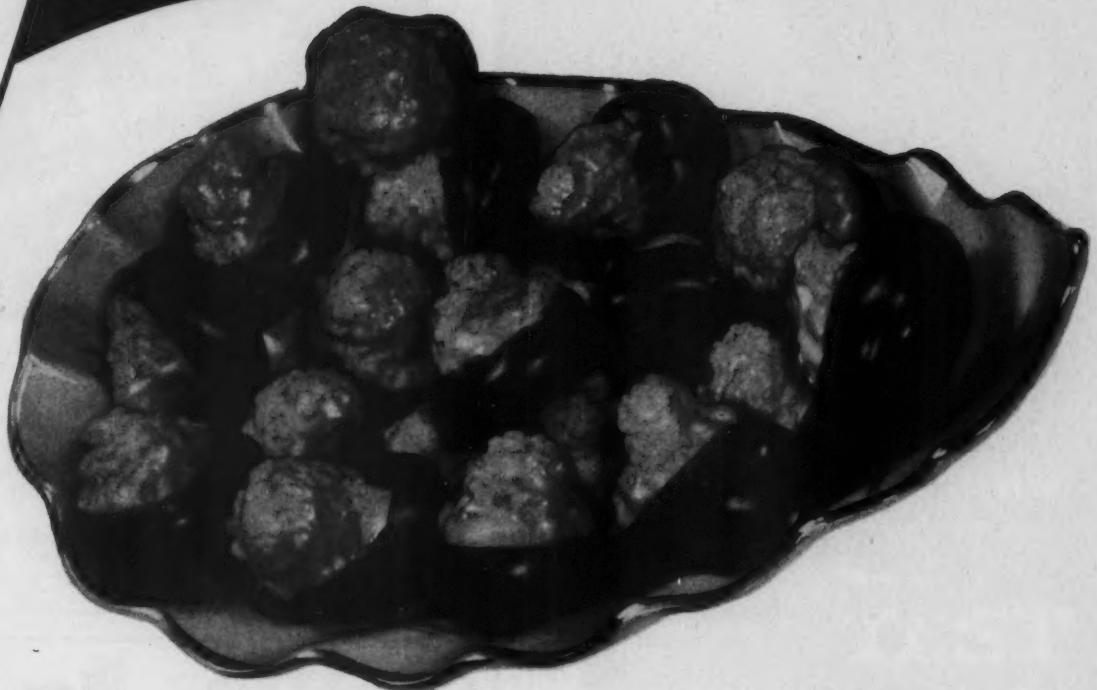
No other nut comes in so many useful sizes, shapes, and forms. Almonds are the low-cost way of adding sales appeal and the unmistakable evidence of quality. No wonder customers say, "I'll take the one with almonds". Write for free formula book.



Sales Office at 75-35  
31st St., East Elmhurst,  
L.I., New York

CALIFORNIA ALMOND GROWERS EXCHANGE • P. O. BOX 1768 • SACRAMENTO 8, CALIF.

**Weekend Special**



## Hallowe'en Divinity Puffs

BY HERB KNECHTEL  
Knechtel Laboratories

**Formula:**

8 oz. egg albumin  
40 lbs. sugar  
14 lbs. corn syrup  
2 lbs. seeding fondant  
4 lbs. invert sugar  
chopped nuts and/or coconut  
orange flavor and color

**Procedure:**

Dissolve the egg albumin in one quart of water.

Place in a beater and beat to peak. Cook the sugar and corn syrup to 243°F. Thread into whipped albumin while continuing to beat. Finish with the seeding fondant.

Add the invert sugar to the batch. Continue to beat for one or two minutes while adding flavoring and orange coloring together with nutmeats and/or coconut.

Let set and as soon as proper consistency is reached spoon out in puffs. When the puffs are cold half-dip in dark chocolate.

# New Products

## GO MODERN...

with

**Stehling Coating Mixers Have Proved Superior . . For**

- Melanging
- Emulsifying
- Storing
- Making compound coatings
- Melting whole 10 lb. cakes

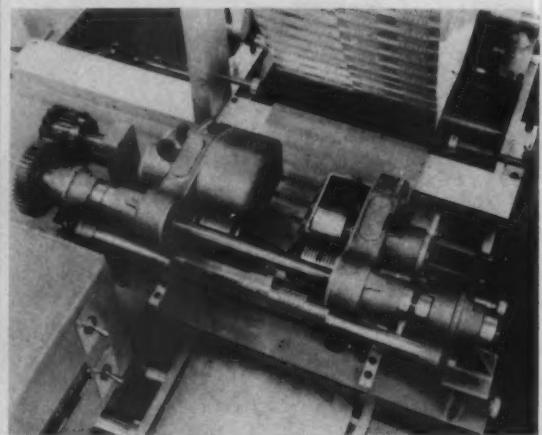
Over 300 Stehling mixers in daily use attest to the wide acceptance of this fine machine for the manufacture and use of coatings. Their rugged construction, superior mixing action, and efficient operation have made "Stehling" a by-word in the industry.

If you make or use large quantities of coatings, either pure or compound, you can be more efficient with a Stehling. Now available in five capacities 6,000 lb., 13,000 lb., 20,000 lb., 30,000 lb., and 45,000 lb., Also in single and double compartment arrangements.

Write for literature and prices.



**CHAS. H. STEHLING CO.**  
MANUFACTURERS OF  
COATINGS, CREAMS,  
CANDY, CREAM CANDIES,  
ICE CREAMS, WHIP CREAM,  
COCOA, CHOCOLATE,  
LICKERS, WHISKEY,  
WINE, LIQUEURS,  
BEVERAGES, ETC.



A very small precision printer for code-dating on unusually small package areas has been introduced. The unit attaches to automatic unit packaging machines and it is small enough to allow installation of two printers on a single mount. The printer has a six-inch circumference and a two-inch face width and can handle either baselock type or adhesive back printing plates.

For further information write: Bell-Mark-Corp., 16 Ropes Place, Newark, N. J.



**You get  
all 3  
only with**

**Senneff's CANDY  
Ingredients**

**QUALITY • FLAVOR • ECONOMY**

Here's your direct line to higher sales and profits. Premium quality and flavor to assure repeat customers yet priced for YOUR profit.



FREE—New Candy Makers Guide. Samples and prices FREE. Write Today.

• Nougat whip • X-L Carmel Paste • Hand Roll Creme

• Vac-Kre-Lac • Coconu Paste • Super Bon Bon Creme

**Senneff-**

**HERR CO.  
STERLING, ILLINOIS**

An eight page catalog of conveyor belting has just been issued. The catalog illustrates a wide variety of belting types in four colors, with full descriptions of their physical characteristics and popular uses.

For further information write: Burrell Belting Co., 7501 St. Louis Avenue, Skokie, Illinois.

A new type of gummed label has been developed which is printed on paper stock which handles and stores like plain paper. It lies flat without sticking or curling even in extremes of temperature and humidity. Yet it has sufficient body and bulk to handle well in a labeling or imprinting machine. The paper feeds flat without curl, offers no labeling resistance, conforms readily to a product surface and forms a strong permanent adhesive bond. A booklet printed on this paper, showing sample labels and typical colors, is available for testing the quality of the paper.

For further information write: Kalamazoo Label Company, 321 W. Ransom Street, Kalamazoo, Michigan.

A new material handling container molded from lightweight, specially-processed polyethylene is now available for food processors. The container has flexible walls but is made rigid by a concealed steel hoop in the rim enabling it to withstand severe abuse. A fifty-gallon, 30" x 22" container weighs only six pounds. The barrel is waterproof and impervious to all chemicals and can be easily washed, disinfected or sterilized by either chemical or steam-cleaning processes. An airtight cover and easily demountable dolly are also available.

For further information write: National Industrial Products Co., 1678 Pershing Street, Valley Stream, New York.

**SPEED**  
MAKES THE  
DIFFERENCE!

**500**

CARAMELS  
CUT & WRAPPED  
EVERY MINUTE WITH

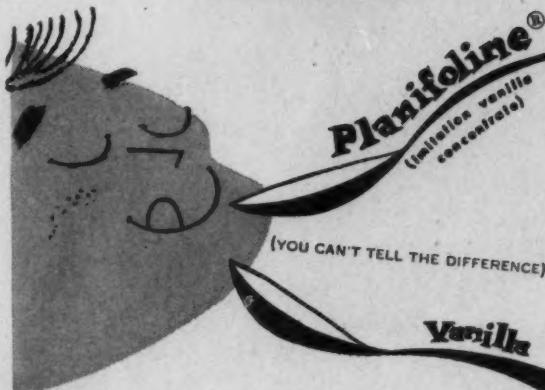
**IDEAL Wrapping Machine**

Maximum efficiency at high speed with minimum personnel—that's why this Ideal Special Caramel Wrapping Machine is preferred. If you're not using Ideal now—investigate! You'll be glad you did.

Established 1906

**IDEAL WRAPPING MACHINE COMPANY**  
MIDDLETOWN NEW YORK U.S.A.

# Make the vanilla **TASTE TEST**



Vanilla bean costs are climbing. Planifoline (from plant extractions only) is today's quality economy answer to your vanilla formulations. No artificial color added.

# Make the **COST TEST**



Make the taste test . . . the cost test . . . and you'll decide on Planifoline . . . available in one to 10-fold concentrates, emulsions, and imitation vanilla sugars of varied strengths.



**Florasynth**

LABORATORIES, INC.

EXECUTIVE OFFICES:

200 VAN NESS AVE., (BOX 12) NEW YORK 6Z, N.Y.  
CHICAGO 6 • LOS ANGELES 21

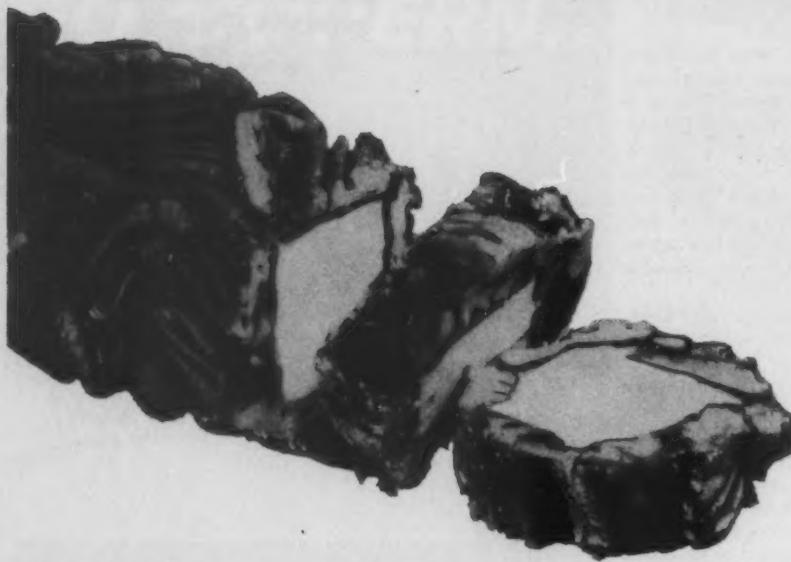
• Boston • Cincinnati • Detroit • Dallas

• New Orleans • St. Louis • San Francisco

Sales Offices in Principal Foreign Countries



# People who use pecans for profit...



**Because:** they're high oil content pecans—bright, full-meated and firm, with the delicate flavor of freshly shelled pecans.

**Because:** every pound of Fleischmann's is a pound of quality pecans, the prime pecan meats, rigidly graded to specification.

**Because:** they're backed with the kind of service which has earned Standard Brands a prestige reputation in the food field.

## specify Fleischmann's *Fancy* Pecans

Standard Brands Incorporated—Branches in All Principal Cities



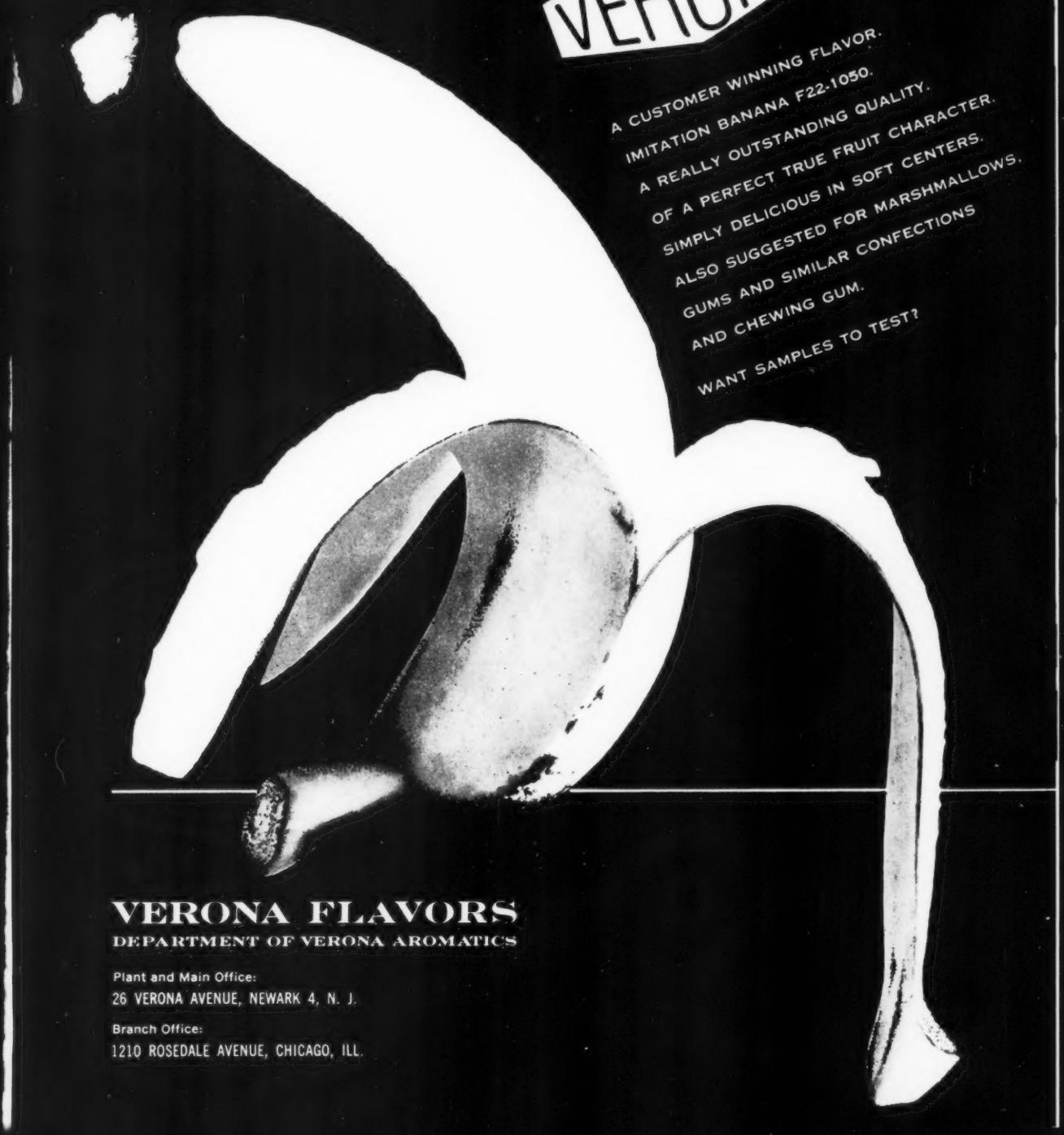
### *Makers of Fine Chocolate and Cocoa*

 **MERCKENS CHOCOLATE COMPANY**  
155 Great Arrow Avenue • Buffalo 7, New York

Branches and Warehouse Stocks in . . . BOSTON, NEW YORK, CHICAGO, LOS ANGELES, OAKLAND, SALT LAKE CITY, SEATTLE

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TASTEFUL  
BANANA  
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BY

VERONA®

A CUSTOMER WINNING FLAVOR.  
IMITATION BANANA F22-1050.  
A REALLY OUTSTANDING QUALITY.  
OF A PERFECT TRUE FRUIT CHARACTER.  
SIMPLY DELICIOUS IN SOFT CENTERS.  
ALSO SUGGESTED FOR MARSHMALLOWS,  
GUMS AND SIMILAR CONFECTIONS  
AND CHEWING GUM.

WANT SAMPLES TO TEST?

**VERONA FLAVORS**  
DEPARTMENT OF VERONA AROMATICS

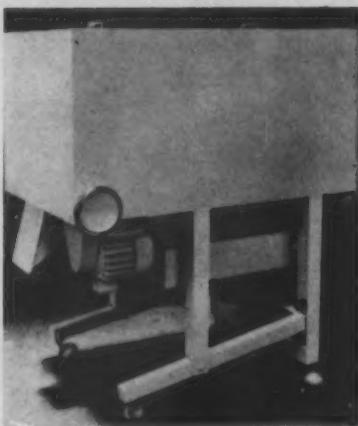
Plant and Main Office:

26 VERONA AVENUE, NEWARK 4, N. J.

Branch Office:

1210 ROSEDALE AVENUE, CHICAGO, ILL.

## N. I. D. ROTARY CANDY CLEANER



- Receives goods in intake chute at back end.
- Cleans between rotary brush and brush drum.
- Adjusts from hardest to softest brush pressure.
- Discharge chute at convenient delivery level.
- Collects all starch in dust-tight bottom drawer.
- Fitted with expl. proof motor and ball type casters.
- Handles up to 2000 lbs/hr. acc. to tilt setting.

For full details please contact:

## CANTAB INDUSTRIES

P.O. BOX 54, STATION Q, TORONTO 7, ONTARIO

For Flavor  
Distinction  
in Your  
Chocolate use  
**MIL-LAIT™**



ENZYME MODIFIED WHOLE MILK POWDER  
**Adds "Sell"—because All America Loves It**

MIL-LAIT helps you to produce the "million dollar" flavor in chocolate that has become the success mark of large manufacturers. Only a small amount of MIL-LAIT, an enzyme modified 20½% butterfat, whole milk powder, is needed as a partial replacement of normal whole milk powder to achieve this distinctive flavor . . . uniformly the year around . . . with assurance of excellent shelf life.

Direct Service and Technical Assistance



DAIRYLAND FOOD LABORATORIES, INC.  
620 PROGRESS AVENUE • P. O. BOX 406  
WAUKESHA, WISCONSIN

## CALENDAR

September 19; Confectionery Salesmen's Club of Philadelphia, 1:30 PM meeting, 2801 Parkway, Philadelphia, Pa.

September 19-21; Philadelphia National Candy Show, Benjamin Franklin Hotel, Philadelphia, Pa.

September 20; New York Candy Executives Club, off-shore dinner, 6:00 PM., The Latin Quarter, New York City.

September 24; Southwestern Candy Salesman's Association, 12 noon meeting, Sammys Restaurant, Dallas, Texas.

September 30; Boston Confectionery Salesmen's Club, Inc., 8:00 PM meeting, Kenmore Hotel, Boston, Mass.

October 3; Denver Mile Hi Candy Club, 7:45 AM, breakfast meeting, Denver Athletic Club, Denver, Colorado.

October 3; Retail Confectioners Association of Philadelphia, Inc., 6:30 PM meeting, Dairy Maid Restaurant, Philadelphia, Pa.

October 29-November 1; National Automatic Merchandising Association, convention and exposition, Miami Beach Auditorium and Exhibition Hall, Miami, Fla.

November 26; Confectionery Salesmen's Club of Philadelphia, Greater Philadelphia Area Candy Banquet, Palumbo's, 824 Catherine St., Philadelphia, Pa.

December 15-16; Western Confectionery Salesmen's Association, annual meeting, LaSalle Hotel, Chicago, Illinois.

### 1961

January 18-19; Manufacturing Confectioners Traffic Conference, annual meeting, New York City.

May 2-9; Macropak, Sixth International Packaging Exhibition, R.A.I. Exhibition Halls, Amsterdam, Holland.

June 11-15; National Confectioners Association, 78th annual convention, Conrad Hilton Hotel, Chicago, Ill.

June 11-15; Association Retail Confectioners of the United States, annual convention, Drake Hotel, Chicago, Ill.

November 7-10; Packaging Machinery Manufacturers Institute, 1961 trade show, Cobo Hall, Detroit, Michigan.

Put your hard candy department  
on a high profit item

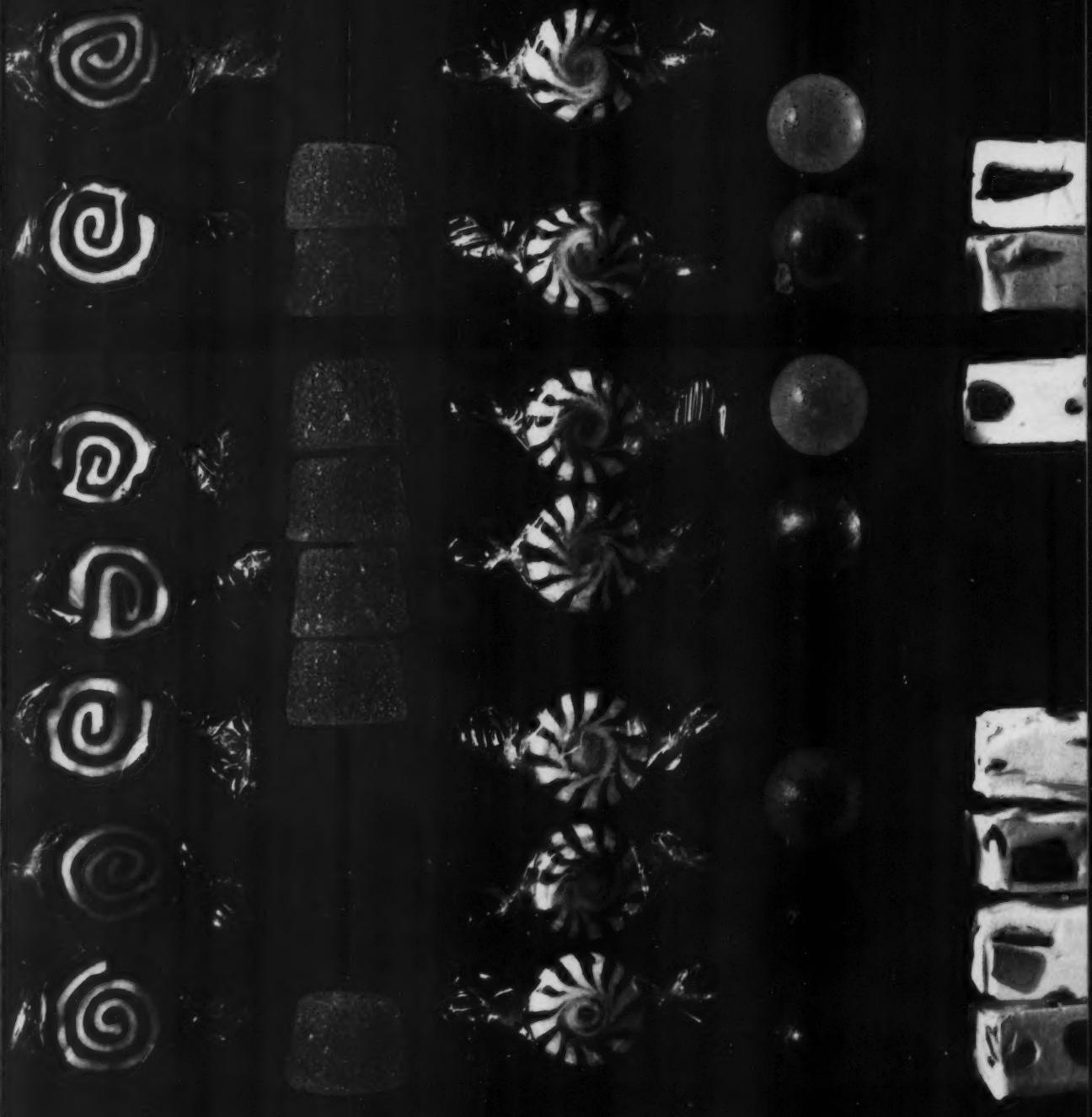
### NEW HARD CANDY WHISTLE MACHINES NOW AVAILABLE

40,000 per 7 hour day. 5¢ or 10¢ size.

For further information write:

### Whistle Pop Candy Co.

P. O. Box 272  
Inglewood, California



## It Adds Up-to Let STANGE Evaluate Your Color Problems!



PRINTED IN U.S.A.

How long has it been since you've taken a close look at the colors you are buying? Chances are excellent that the man from Stange can make color do a better job for you in your finished product. You see, Stange technicians have the know-how to make color serve food, bottling, and candy processors better. The Stange technician will be glad to make a color analysis in co-operation with your technical or production staff. Put Stange's years of experience to work for you.

WM. J. STANGE CO., Chicago 12, Ill.  
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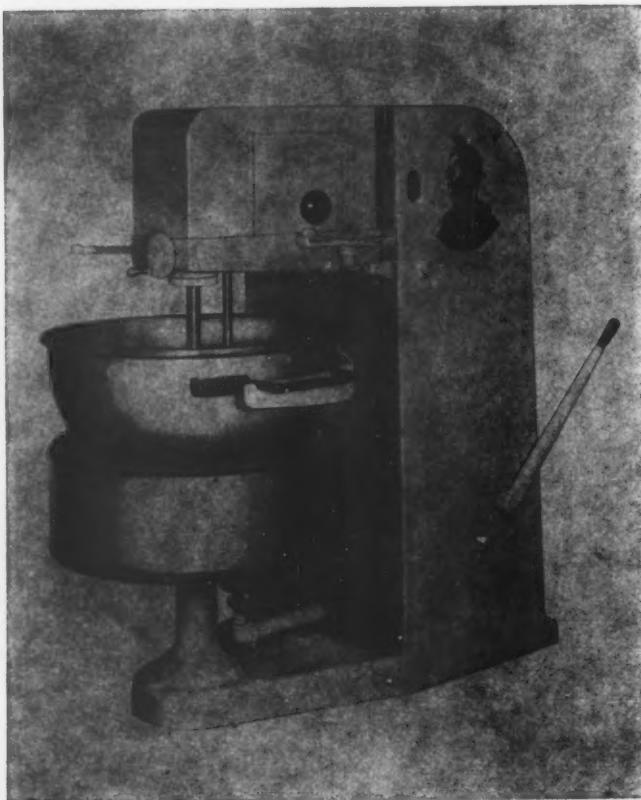
Mexico: Stange-Pesa, S.A., Mexico City

**PEACOCK BRAND CERTIFIED FOOD COLOR®**

# SAVAGE LATEST FIRE MIXER

MODEL S-48

Thermostatic Gas Control—Variable Speed



The Savage Latest Fire Mixer, Model S-48, is Streamlined and Sanitary and has many new features and conveniences:

- Automatic Temperature Control
- Variable Speed from 30 to 60 RPM
- Break-back within floor space 32" x 48"
- Aluminum Base and Body Castings
- Atmospheric Gas Furnace with Stainless shell
- Removable Agitator, single or double action
- Stainless Cream Can and Stainless Drip Pan
- Copper Kettle 24" diameter 12½" deep or 16" deep

You can save labor and obtain uniform batches by setting the thermostat for degree cook desired. It cooks and mixes batches of caramel, peanut brittle, peanut candies, fudge, nougat, gum work, and with double action agitator is ideal for coconut candies and heavy batches.

Your inquiry invited

## SAVAGE BROTHERS COMPANY

2638 Gladys Ave.

Chicago 12, Ill.

# Confectionery

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Personal service to 188 jobbers,  
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in the confectionery field. We  
call on every account personally  
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2608 Belmar Place  
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Confectionery Broker Representing  
Manufacturing Confectioners  
Since 1925  
Territory: Pennsylvania excluding  
Philadelphia.



## LATINI'S FAMOUS CHOCOLATE SPRAYING SYSTEM

Unexcelled for panned goods and pre-building for the enrober.

Increases production

Eliminates doubles and clusters

Uniform coating

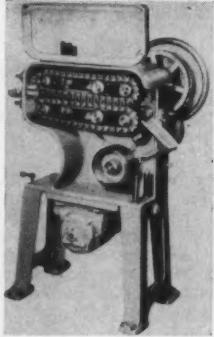
Low labor factor

Available in 4-pan Systems and up. A non-skilled help operation with a daily output of approximately 1,000 pounds per pan.

### LATINI CHOCOLATE SPRAYING SYSTEM

#### Hohberger Continuous Hard Candy Cutter

Waffles, pillows, chips, or straws. Up to 150 feet per minute. Perfect sealing on filled pieces.



#### Hohberger Cream Machine

Up to 2,000 pounds per hour. Straight sugar or with any amount of corn syrup. NEW: Special-sized Dome for liquid sugar users. No pre-cook kettles required.



#### BERKS HARD CANDY MIXER

- Handles sugar direct from Cooker
- Uniformly incorporates color, flavor and acid
- Mixes at rate up to 1000 #/hr.
- Up to 10% scrap may be included



Latini Sugar Sander  
Guaranteed To  
Properly Sand The  
Output of any  
Starch Machine  
Non-corrosive metals  
wherever sugar and  
steam meet.

Representative:

*John Sheffman, Inc.*

152 West 42 Street

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# Helpful Books for Candy Plant Executives

## Confectionery Analysis and Composition

by Stroud Jordan and Kathryn E. Langwill

This volume, first published in 1946, is still the only published reference work on the subject of confectionery analysis. It concerns itself with applicable data that covers composition of basic raw materials as well as that of the finished confections in which they have been employed.

116 pp. - \$6.00

## Confectionery Problems

(*Confectionery Studies, Number 1*)

by Stroud Jordan

Stroud Jordan's reputation as an important candy technologist is based on this his first book. Published in 1930 it is still, in many areas, the final word on technology in the industry. Jordan's sense of responsibility to record his discoveries and knowledge for the benefit of the industry caused him to produce more writings on the technical and scientific aspects of candymaking than any other person in the field. The recognition given him in the form of the establishment of the Stroud Jordan Medal by the American Association of Candy Technologists rests on this sense of responsibility.

347 pp. - \$6.00

## A Textbook on Candy Making

by Alfred E. Leighton

Here is a textbook where the reader can learn the basic fundamentals of candy making, the "how" and "why" of the various operations in non-technical terms. Particular attention is given to the function of raw materials, and why each is included in a formula.

175 pp. - \$6.00

## Choice Confections

by Walter Richmond

This book, now in its second printing, is written primarily for the manufacturing retailer. It contains 365 formulas given in two batch sizes, one for hand work and one for machine work. All of these formulas have been production tested and have proven to be of great help to manufacturing retailers in varying old items and developing new ones. The book also contains a glossary of candy terms and chemical terms, a complete chapter on chocolate coating methods and a chapter on ingredients and their uses. It is an important and useful book for all manufacturing retailers.

544 pp. - \$10.00

- Confectionery Analysis and Composition-\$6.00
- Confectionery Problems-\$6.00
- A Textbook on Candy Making-\$6.00
- Choice Confections-\$10.00
- Your Future Factory-\$2.00
- Profits Through Cost Control-\$2.00
- How to Salvage Scrap Candy-\$2.00

The Manufacturing Confectioner Book Department  
418 N. Austin Blvd.

Oak Park, Illinois

Date.....

Enclosed is my check for \$..... to cover the cost of the books I have checked at the left.

Name ..... Title .....

Firm ..... Street .....

Street ..... City ..... Zone ..... State .....



## Your Future Factory

by V. P. Victor, M.E., P.E.

A twenty page booklet contains the essentials of modern factory planning. It includes plant layout, process design, materials handling, building and structure, production line and financial planning. This is a reprint of the five part article which appeared in The Manufacturing Confectioner in 1958. Mr. Victor is well qualified to advise on factory layout since he has had considerable experience in such planning together with experience in design of candy machinery and process development. He is a consulting engineer with headquarters in New York City.

20 pp. - \$2.00

## Profits Through Cost Control

by Frank Buese and Eric Weissenburger

This material deals with the problems of cost control in candy plants including planning for profit. The emphasis is on planning operations so that a profit will be made, and in early detection of those factors which will adversely affect profit.

36 pp. - \$2.00

## How to Salvage Scrap Candy

by Wesley H. Childs

This booklet is a complete revision of the author's work "Modern Methods of Candy Scrap Recovery" published in 1943. A considerable amount of information has been collected since that time on methods and techniques of salvaging scrap candy. This booklet covers all types of candy, and gives many practical and economical ways of converting scrap candy into a useful form for re-use.

28 pp. - \$2.00

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Savage

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# THE MANUFACTURING CONFECTIONER'S CLEARING HOUSE

**Address replies to box number, c/o The Manufacturing Confectioner  
418 N. Austin Blvd., Oak Park, Illinois**

## MACHINERY FOR SALE

Triumph Candy Maid Depositor used only two weeks, absolutely good as new, cost \$1,340.00, will sell for \$850.00. Ernest Wilson, 1158 Sutter Street, San Francisco 9, California.

Peanut roaster machines 12-15 lb. capacity, marble top candy tables, candy cooker, miscellaneous items. Loop Candy, 1492 Shawmut Place, St. Louis 12, Missouri.

5 Hildreth 25 lb. capacity pulling machines. All in excellent running order. Reasonably priced. Katharine Beecher Candies, Manchester, Pennsylvania.

Fondant machine, instant — continuous. Factory rebuilt — guaranteed. Confection Machine, 7460 West Archer Ave., Summit, Ill.

## FOR SALE

Bonus Cluster Machine.  
Model K #3 Savage Fire Mixers.  
20 gal. & 50 gal. Model F-6 Savage Tilting Mixers, copper kettle.  
200 lb. Savage Oval Top Marshmallow Beaters.  
Cut-Rol Cream Center Machines.  
Bostonian Friend Hand Roll Machine.  
50" two cylinder Werner Beater.  
1000 lb. Werner Syrup Cooler.  
150 lb. to 500 lb. Chocolate Melters  
24" and 32" N.E. Enrobers.  
32" Kihlgren Stringer.  
Simplex Gas Vacuum Cooker.  
Simplex Steam Vacuum Cooker.  
Savage Cream Vacuum Cooker.  
600 lb. Continuous Vacuum Cooker.  
Form 3 Hildreth Pullers.  
Form 6 Hildreth Puller.  
National Cherry Dropper.  
6' and 7' York Batch Rollers.  
National Wood Starch Buck.  
National Steel Starch Buck.  
Bausman Twin Disc Refiner Unit.  
Ball and Dayton Cream Beaters.  
30 Gal. Stainless draw off steam jacketed kettles.  
350 lb. cap. Resco chocolate melting and tempering kettle.  
Savage and Racine Caramel Cutters.

**SAVAGE BROS. CO.**

2636 Gladys Ave. Chicago 12, Ill.

Factory rebuilt Peppy chocolate dippers with new features added at great savings under original cost. 12's and 16's. Also brand new 1960 sixteen's, some with nut cluster attachments ready for shipment. Save with safety—buy direct. Le Roy's Peppy Dippers, 1109 Kingsley Drive, Hollywood 29, Calif.

12—Package Machinery, model 'K' kiss wrapping machines. All in good condition and all set to wrap a piece 3/4 of an inch in diameter by 3/4 of an inch cut-off. Box 7604, The MANUFACTURING CONFECTIONER.

For sale: 500 lb. chocolate melter, motor driven, automatic temperature control, chocolate melters, stoves, cut roll machines, batch rollers, steam agitating kettles, water cooled slabs, marbles, Hobart beaters, copper kettles, cutting machines, etc. S. Z. Candy Machinery Co., 1140 N. American St., Philadelphia, Pa.

Instant fondant machine, 24" Triumph cookie depositor, Forgrave 22-B with automatic feeder, Blommer tempering tube. Box 9603, The MANUFACTURING CONFECTIONER.

Model "K" kiss machines, N.E. 2000 lb/hr hard candy cooker, Rose H.C. wrapper (1ST) Wrap-Ade pop wrappers. Box 9604, THE MANUFACTURING CONFECTIONER.

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Lightface type — 10¢ per word  
Boldface type — 20¢ per word  
Box number — \$1 additional  
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10% discount for advance payment.

Classified display advertising is charged at the rate of \$8.00 per column inch for less than 1/4 page. Column is 13 picas. 1/4 page and over charged at regular advertising rates.

## HELP WANTED

All around candymaker of quality candies for small manufacturer. Fine working conditions, steady work, two weeks vacation, other benefits, good future for right man. Phila. area. Write giving complete details of past employment, age, etc. Box 8606, The MANUFACTURING CONFECTIONER.

## SITUATION WANTED

Efficient Swiss Master-Confectioner, who is familiar with all lines of confectionery manufacturing, is looking for an interesting field of work in the United States. Box 9601, The MANUFACTURING CONFECTIONER.

## MISCELLANEOUS

England. Confectionery (candy) manufacturing business for sale as going concern. Medium/small but well equipped and independent with own transport, salesmen, brand names, etc. Two leasehold factories in London area at very low rentals. Cheaper labor. Specially advantageous tax position. Price £15,000 complete or partnership considered. Opportunity for U.S. concern to get into British and European markets. Box 9602, The MANUFACTURING CONFECTIONER.

**Folding Candy Boxes:** All sizes carried in stock for prompt delivery. Plain, stock print or specially printed. Write for our new catalog of every-day and holiday fancy boxes, and all paper products used in the manufacture and packaging of candies. Paper Goods Company, Inc., 270 Albany Street, Cambridge 39, Mass.

## WIRE FORMS: RACKS WIRE DISPLAYS:

*Made to Specifications*

LOW PRICES WRITE

Fastorm Wire Division

6171 Carnegie Ave. • Cleveland 3, Ohio

# MEET THE GREER TEAM...



## Building Confectionery Automation

"I believe these eight men make up a unique team in the Confectionery Field. Among them is a total of 150 years' experience. Their ideas have been responsible for some of the most noteworthy economies and revolutionary production methods in the Candy Industry.

You're no doubt aware of their achievements in Zonal Cooling, Chocolate Handling, and Continuous Extrusion Processes. Through advanced technology, candy making experience and engineering know-how they are providing real automation for candy production.

You may have met some of this team, but may I introduce them all?

Standing at the right, before the Greer Temper-Meter, is Jim Gardner, Division Manager. Beside him is Joe Stoddard, Chief Engineer; standing, left to right, are Bill Genich, Don Lounsbury, Tom McGill and Wade Greer. Seated at the table are Larry Kinney, left, and Bill McKenney, right.

Each problem receives team attention . . . in research, development, engineering, design, and construction of systems custom-made to individual plant and product requirements.

It is quite a team with quite a record. Yet I believe new and greater achievements are still to come — when you put this team to work for you."

*Dw S. Greer*

PRESIDENT





The Greer Team discussing design details of the Temper-Meter.

Call or write . . .

**J. W. GREER COMPANY**

WILMINGTON, MASSACHUSETTS

BOSTON NEW YORK CHICAGO SAN FRANCISCO



**...BRINGING BETTER FOOD  
TO MORE PEOPLE AT LOWER COST**

**For Sale  
Piecemeal!**

JUST SECURED  
VERY DESIRABLE

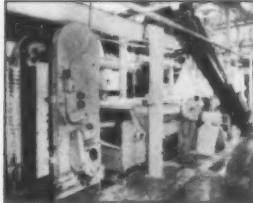
# MACHINERY and EQUIPMENT

OF PLANT NO. 6  
CURTISS CANDY COMPANY  
DALLAS, TEXAS

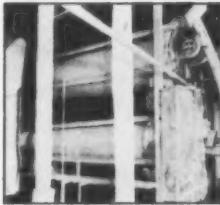
THESE OPERATIONS HAVE BEEN CONSOLIDATED INTO  
CURTISS CANDY COMPANY PLANTS IN CHICAGO

## Equipment for Manufacturing of Hard Candy, Marshmallow, Peanut Products and Cookies

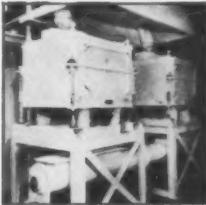
EQUIPMENT  
PRICED  
VERY LOW  
FOR QUIC  
REMOVA



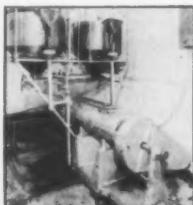
National Equipment Steel Mogul with Roller Chain, Heavy Duty Depositor, Stainless Steel Hopper, Starch Shaker, Vibrator, Explosion Proof Motors, Currie Loader and Stacker.



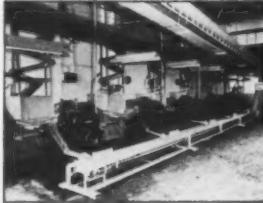
4—Huhn Starch Conditioning Drums with Explosion Proof Motors—2 for heating, 2 for cooling, with complete starch conveying and elevating equipment for continuous automatic operation with Mogul.



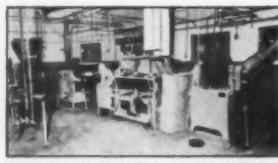
2—Allis Chalmers Metal Starch Cleaners with metal screw Conveyors and Elevators.



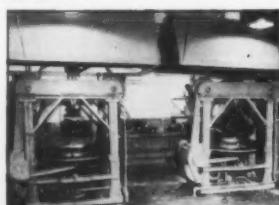
2—National Equipment 1000 lb. Stainless Steel Syrup Coolers, 1 Werner 50 inch Snow Flake Cream Beater.



5—Forgrove late style 22B Hard Candy Wrappers, new 1956, with Feeders and Feeding Conveyors and take-away Conveyor, directly to the Filling Machine. Extra plates for wrapping baby pop suckers as well as barrels, etc.



Hansella Model 73C Vertical Batch Feeder, Hansella Model 19H Batch Roller with Automatic Hydraulic Lift, Hansella 4 Rope Sizer, Werner Super Hard Candy Ball Machine with 42 inch Rollers, Racine EP Sucker Machine with baby pop Rollers.



2—Berks Automatic Batch Mixers



Groen 300 gal. Jacketed Batch Mixer, 40 lb. Steam Pressure, Stainless Steel inside with Stainless Shaft Agitator.

### Inspection Invited!

- \* Manufacturing operations have just been discontinued in Dallas.
- \* Many machines were installed within the last few years.
- \* All machinery is still set up in its original position and is in first class operating condition.
- \* Quantities are limited.
- \* All offerings are subject to prior sale.



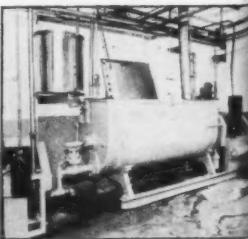
Package Machinery Model DF Wrap with Card Feed.



2—Simplex High Dome late style, Hard Candy Cookers with 2 Steam Jacketed Precooking Kettles.



4—Savage 80 gal. Marshmallow Beater, 2—Savage 110 gal. Marshmallow Beater all with stainless steel measuring tanks.



Lehman Steel Ribbon Jacketed Mixer, Stainless Steel inside, motor driven 6000 lb. capacity.

IMMEDIATE SHIPMENTS DIRECT FROM FLOORS OF PLANT

**This plant must be seen to be appreciated since the automation which has been installed is the very latest design, with the most unique layout obtainable for continuous production and savings of labor and floor space.**

## MODERNIZE YOUR PLANT

with this high production, top quality equipment

### STARCH DEPT. FOR MARSHMALLOW, CREAM, ETC.

#### IMPORTANT!

This is an unusual opportunity to secure a completely automated marshmallow installation of most modern and sanitary design. The marshmallows are conveyed directly from the Mogul to the revolving sugar dusters, thru two Currie Cleaners and directly to the packing equipment. All conveyors are overhead, requiring minimum amount of space as well as least labor and insures positive sanitary control, eliminating possible fermentation. Can be purchased as a complete unit or any portion desired.

- 1—National Equipment Steel Mogul with Roller Chain, and Heavy Duty Depositor, Stainless Steel Hopper, Starch Shaker, Vibrator, Explosion Proof Motors.
- 4—Hydroseal Pump Bars, 1 triple, 3 double.
- 1—Currie Starch Tray Loader.
- 1—Currie Starch Tray Stacker.
- 4—Huhn Starch Conditioning Drums with Explosion Proof Motors—2 for heating, 2 for cooling, with complete Starch Conveying and Elevating Equipment for continuous automatic operation with the Mogul.
- 2—Allis Chalmers Metal Starch Cleaners with metal screw conveyors and elevators.
- 2—National Equipment 1000-lb. Syrup Coolers, all Stainless Steel.
- 1—50 inch Werner Snow Flake Cream Beater, largest production.
- 2—Currie Center Cleaners.

Over 10,000 Starch Trays with Starch.

### BAKING PLANT

MOST MODERN EQUIPMENT FOR DEPOSITING AND BAKING A COMPLETE LINE OF COOKIES FOR HIGHEST PRODUCTION WITH NO HANDLING THROUGHOUT, UP TO THE PACKING OPERATION.

- 1—32" Green Wire Cut Machine, directly feeding into:
- 1—Advance 32 inch wide 100 ft. long Sandvik Steel Band Oven with 40 ft. enclosed Cooling Section. All stainless steel and Glass Brick enclosed with 180° Wire Turn Table and Additional 100 ft. of Cooling Conveyor.

SUITABLE FOR PRODUCING COOKIES SEPARATELY OR FOR SANDWICH COOKIES.

**ACT NOW FOR CHOICEST SELECTION**

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### RESUME OF WRAPPING-FILLING-SEALING

- 5—Forgrove Late Style 22B Hard Candy Wrappers, New 1956, with Feeders and Feeding Conveyors and take-away Conveyor, directly to the Filling Machine. Keeps flavors separately or mixes them. Extra plates for wrapping baby pop suckers as well as barrels, etc.
- 2—Simplex High Dome, Late Style, Tilt, Hard Candy Cookers.
- 1—Werner Super, Largest Production Hard Candy Ball Machine, with 42 inch length Rollers.
- 2—Berks Automatic Batch Mixers.
- 1—Racine EP Sucker Machine with Baby Pop Rollers.
- 1—Hansella Vertical Batch Feeder 73C with 2 sets Sizing Rollers.
- 1—Hansella Batch Roller 19H with Automatic Hydraulic Lift.
- 1—Hansella 4 Rope Sizer.
- 1—Hildreth Form 6 Puller with speed control.

### COOKING-MIXING OF MARSHMALLOW, CREAM, ETC.

- 2—110-gal. Savage Marshmallow Beaters.
- 4—80-gal. Savage Marshmallow Beaters. Each Marshmallow Beater has its own Stainless Steel Measuring Tank installed above it which gives an essential absolute control of raw materials used.
- 1—Groen Batch Mixer, 300-gal. cap. Jacketed, 40-lb. Steam Pressure, Stainless Steel inside with Stainless Shaft Agitator, for precooking ingredients for Marshmallow Beaters.
- 1—Lehman Steel Ribbon Jacketed Mixer, Stainless Steel inside, motor driven, 6000-lb. capacity.
- 1—Lehman Mixer, Steam Jacketed, Paddle type, 6000-lb. capacity, motor driven.
- 1—Acme 75-gal. Stainless Steel Kettle with Stainless Steel Pump.
- 1—Champion Single Arm 3-bbl. Mixer with Stainless Steel Jacket.
- 1—Two Barrel Champion Single Arm Mixer with Stainless Steel Jacket.
- 1—Flour Sifter Blender and Elevator for above Mixers.
- 1—Peerless 1-bbl. Single Arm Mixer.
- 2—75-gal. Copper Kettles, Steam Jacketed.
- 1—50-gal. Glass Lined Tank.
- 1—Hobart M-80 Four Speed Mixer.
- 1—Champion 80-qt. Mixer.
- 1—20-qt. Late Style Hobart Mixer.

### NUT ROASTING DEPT. AND PEANUT BUTTER DEPARTMENT

- 1—Bauer #322 Peanut Roaster with Color Controls.
- 2—Bauer #346 Blanchers with Picking Tables.
- 2—300-lb. Oil-Peanut Friolators.
- 1—Burns Peanut Butter Mill.
- 1—9-Plate Filter Press, motor driven.

### MACHINE SHOP AND MISCELLANEOUS

Monarch Lathe, Small South Bend Lathe, Heavy Duty Power Saw, Small Metal Brake, Drill Press, Grinder, Buffers.

- 1—Chrysler Air Temp 5-ton Compressor.
- 1—Prater Pulverizer.
- 3—Wire Stitchers.
- 1—21 ft. Packing Conveyor, motor driven.
- 2—Champion Twin Head Wire Stitchers. Lift Trucks, Skids, etc.

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From our modern ion exchange refineries at New York and Chicago roll the industry's needs for Liquid Sugars — sugars that stay uniform in quality day after day. There's no need for process and formula changes... and you benefit from big savings in time, space and production. We supply a complete line of top-quality Liquid Sugars to meet any need. Our Technical Staff is always available... services range from designing installations to the development of new formulas to your specifications.



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April 6, 1960

Mr. Herman Greenberg, President  
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We wish to express our complete satisfaction  
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A 97% increase in spice drop production, at  
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help, starch trays or floor space, fulfills  
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V. R. Ciccone,  
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Just by replacing a 3 Row Straight  
30 Piston Pump Bar with a 6 Row Stag-  
gered Row Pump Bar (having 40 and  
39 pistons in alternate rows),

- No extra labor!
- No extra trays!
- No extra starch!
- No extra starch drying!
- No extra floor space!

|  | FORMER<br>PUMP BAR               | NEW STAGGERED<br>ROW PUMP BAR   |
|--|----------------------------------|---|
| Type of<br>Pump Bar                      | 3 Row Straight<br>30 Piston Pump | 6 Row Staggered<br>Row Pump Bar<br>(40 and 39 pistons<br>in alternate rows) |
| Deposits per tray                        | 4                                | 3   |
| Rows per tray                            | 12                               | 18 { 9 rows of 40<br>{ 9 rows of 39   |
| Pieces per tray                          | 360                              | 711   |
| Increase in number<br>of pieces per tray | —                                | 351   |
| % Total<br>increased production          | —                                | 97%   |

Let us translate your savings into dollars. If you can accomplish approximately double production with the new Staggered Row Pump Bar, then, you save the full cost of a Mogul crew and the space and use of the complete Mogul line and equipment. This amounts to no less than \$500 savings every two weeks or \$1,000 per month. We arrive at this figure by calculating a saving of \$300 every two weeks which is the pay for a three-man crew and, \$200 for the operating cost of the floor space of the Mogul, trays and auxiliary equipment, also cost of breakage of trays, cost of power, steam, maintenance, etc. So, you can see that from the day you install the Staggered Row Pump Bar, you can have a savings of \$1,000 per month.

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Call us to arrange for your free survey of your starch casting and moulding operation.



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